

## **VISIONS FROM THE BUSINESS VIEWPOINT, 9/12/11 (SAMANO)**

1. A Sedona business has two purposes: (a) to provide a place for people to come and experience a sense of community, and (b) to provide employment to people who need a second chance. Sedona businesses are not about profit, but about creating sustainable community.
2. City government provides help to hotels (e.g. breaks on water and sewage costs) so they can offer affordable quality lodging to visitors, especially in a down economy.
3. Sedona provides incentives for families with young children to visit the city; currently there is not much for young children to do, does not have a welcoming image for children.
4. Sedona promotes and supports the creation of professional jobs in solar, technology, and engineering. The city is not dependent on tourism.
5. Sedona businesses consider locals' financial situations and adjust their pricing of products and services accordingly, creating a sense of collaboration and mutual support.
6. Sedona businesses hire young people to give them an opportunity to learn about the meaning of work, service, and leadership. Business owners teach them by modeling.

## **RECORDER NOTES FROM WORKSHOP ON GROWTH AND REGION, 9/14/11**

[Note: See also the official [Workshop Minutes](#) for this workshop.]

### **TABLE #1**

Problem with infill is pushing out wildlife. We don't need more parks, but we do need to keep open space. Want refuges to get animals from place to place.

Cemetery is filling up. Expand cemetery into forest land. Along Pine Rd.

Why go in forest rather than public land?

Only way we can grow is by infilling, when other communities can expand their boundaries. Other communities resent us for our natural beauty.

People who live here don't want to move to Cottonwood for elder housing. Look into co-housing for elders.

Don't think we have a responsibility to provide affordable housing. Hotel workers should rent and save for a house like anyone else. No one studies the Sedona commuters who work in Flagstaff, Prescott, etc.

Agree we should promote a matrix of dependencies between communities, rather than trying to be completely independent.

We could provide hydroponics. We own 400 acres we could use to provide food to the area.

We also supply cultural things to the region.

Car dealers? Big box? Here? Could create a Walmart right in the middle of Basha's parking lot, ringed with other retail so it would not be seen from the highway. Could have sod roofs.

We will always have lots of turnover.

Big pause before we get to the next pocket (VOC, Cottonwood, etc.). How could we make a route that would not be empty all the time?

People (tourists) come here to access trails for recreation. We need a vision to deal with the traffic.

Last weekend the problem was that no one was directing tourists.

We've been putting off the problem of being tied to our cars.

We can't just add more lanes to the road.

Finding same problems at Grand Canyon and Montezuma's Well.

I want to know what it's like to be a teenager here. Lots of visiting, fixing, pruning opportunities.

Was very discouraged when Cultural Park shut down. Nothing like that now. Just work. So my age folks won't stay.

Our new walking bridge is an eyesore. Every item we plan should have an art component.

Need some momentum and a vision for what we want to look like in 20 years.

What do we see our community looking like?

Would like west Sedona to look more like uptown.

Leaving tourist dollars on the table.

Timeshares not using our restaurants; using grocery stores.

We have a beautiful creek with no access to it. Make sure there are no more crossings.

## TABLE #2

### Question #1:

Verde SantaFe North — 200 AC

Ruskin land trade — large wind project under review in lieu of housing

State land/Cottonwood — 25-30K population

City or county rezoning private property requires landowner participation . . . but a vision/land use idea can be created to help guide growth.

Lot splitting is county's biggest issue. State is making it easier to do and adding other ways to split more, i.e., 5-way then 10 years later . . . same owner can split each 5 ways again.

Should Sedona explore annexation to control more land?

Growth limits without strong regional vision can produce an unwanted effect of VALLYIZATION. Growth limit determined by ecological limits, i.e., waste production, energy use, etc. Growth that works and fits makes it.

Wine industry IS growing in the region: fits nicely in the landscape; low water use relative to other agriculture.

### Question #2:

Food production. Irrigated land in the region might need agricultural land use design. Food production can be intermingled with other uses (a la Davis, CA).

Wastewater plant area might be considered for some form of agriculture.

Industrial stuff. Plazma grassification . . . Trash now runs through "torch" to create

elements (oxygen, nitrogen, water, etc., plus slag). These elements can be used as inputs into industry. Composting system to reduce waste and serve wine industry (a la SF, CA). Graywolf proposal to expand to glass recycling and nature center and some ponds, etc. Whole cycle industrial parks — Resource cons. and inputs are outputs of neighboring industries.

Question #3:

Conservation of stuff — Reduce solid waste by recycling composting and buying less. Ban swimming pools, due to evaporation.

#### TABLE #3

All Communities of the Verde Valley depend on each other.

Sedona the "Jewel of the Verde Valley," tourism main industry, jobs for Verde Valley residents.

Cottonwood: Seat of the county government, the industrial, commercial, medical center of the Verde Valley, labor force.

Camp Verde: Food basket (incl. surrounding areas), labor force.

Spread Tourism amongst the Verde Valley, less traffic, environment, pollution, extended stay with more to do.

Create a Verde Valley tourism marketing office, event and convention office catering to seminars and corporate retreats and meetings.

Shared renewable energy infrastructure.

Verde Transit Loop System, labor transfer, stops at sightseeing and trail head spots and agro tourism, vineyards.

Park and Ride with solar PV, charging stations as sun shade.

#### TABLE #4

##### GROWTH

ECONOMIC STABILITY, CREATE LIVING IN PLACE, AGING IN PLACE , GROWING IN PLACE COMMUNITY

HEALTHY SENIOR LIVING, PROVIDE A VARIETY OF HOUSING (CONDOS/TOWN HOUSES) AND PEDESTRIAN FRIENDLY STREETS, SIDEWALKS TRAILS ETC.

NATURAL RESOURCES, FIERCELY PROTECT AND PRESERVE THE FOREST DISTRICT BOUNDARIES

BUILD OUT, MAINTAIN AND PROTECT CURRENT NEIGHBORHOOD ENVIRONMENTS AND ESTABLISH A MODEL FOR PLANNED COMMUNITIES

##### REGION

ALIGN WITH ONE COUNTY OR FORM OUR OWN COUNTY

DEVELOP MORE EFFECTIVE REGIONAL INFORMATION/ COMMUNICATION SOURCES

PROMOTE AGRI-BUSINESS (FRESH PRODUCE)

PROMOTE GREEN TECHNOLOGY/SUSTAINABILITY

##### GOODS AND SERVICES

OFFER MUNICIPAL AND OTHER INFRASTRUCTURE SERVICES TO VILLAGE ON CONTRACT BASIS

CREATE EMPLOYMENT FOR VILLAGE/COTTONWOOD AND SAME IN RETURN  
OFFER BASIC DEPT STORE MERCHANDISE (NOT BIG BOX)  
MEDICAL NEEDS (MORE QUALITY PHYSICIANS)  
MAINTAIN INDIVIDUAL OWNERSHIP OF LOCAL BUSINESS

#### VISION

DEVELOP PLAN AROUND CULTURE AND COMMERCE  
BRING ADVANCED EDUCATION TO CITY BECOME A UNIVERSITY HUB (ASU)  
DEVELOP A HIGH TECH CORRIDOR IN SEDONA  
ENHANCE QUALITY EDUCATION AT ELEMENTARY AND HIGH SCHOOL LEVEL  
DEVELOP A TRUE COMMUNITY SPIRIT. REMAKE, RENEW, REFRESH.

## **VISIONS FROM THE METAPHYSICAL COMMUNITY, 9/15/11**

1. City adopts "The Mystical City" as its moniker (like Denver: the mile high city, New York: the big apple, San Francisco: city by the bay, Taos: soul of the southwest, etc.).
2. Think about Sedona as the NOW Age Center instead of the New Age Center. Become the location for an annual Human Spiritual Rights Convention.
3. Sedona should lead from the top in the area of service projects. Servant leadership seemed to be an important point although not named as such. Lead from the heart space. Leaders do retreats to reinforce this. The concept is that leadership from the heart will inspire followers to do the same, creating a harmony in the city.
4. Sedona in 2020 and beyond should look different and thereby communicate its uniqueness and its relationship to Earth, e.g., police force would wear green, act differently. A police force coming from a "peace keeping mentality" with training in non-violent communication, conflict resolution, and a humanist perspective.
5. The whole city should be looked at from a Feng Shui perspective—almost an aerial overview to see if energies are flowing properly, etc. The first in the country to Feng Shui a city—not just city hall as noted yesterday—the bearer of this idea was trying to communicate that it was about feng shui for the whole city. Imagine having a feng shui city where the energy flows. Imagine coming back in ten years to a city that consciously considers its energy flows.
6. Quiet and peacefulness. Quieting of cars—maybe more electric cars. Maybe a quiet rail line down 89A, a horse lane, car free days in the city which would require more park and ride outside the city. (If NYC can close Central Park to traffic for bikers and pedestrians, we should be able to work something out.)
7. Road changes—consider 89A roundabouts, which promote circles and make energy flow better. Figure out a way to have minimum impact of

- cars. Figure a way around uptown so that uptown can sometimes be closed off to cars and be a pedestrian mall—or maybe permanently make uptown closed to cars—therefore needing a way around the uptown area for cars going to and from Oak Creek Canyon. Make 89A in west Sedona more beautiful to fit in with the "striking beauty" all around us. Make it more quiet—pavement, etc.
8. Water is a source of healing, energy and the flowing —the vision is for a Creekside park.
  9. The vision is for Sedona to be a Spiritual Mecca with a spiritual building for all traditions and with a meditation room where visitors can go. There should be areas in the national forest for spiritual gatherings, drumming, rituals. Even a Museum of Spirit or a museum representing all philosophies of life.
  10. Non-forest service areas to park, walk, hike, or just sit in nature without hassle—places to feel Sedona's sacred awe.
  11. Sedona should be marketed more as a spiritual place but in terms that are more mainstream—health, wellness. City and Chamber should work together on same themes.
  12. The vision for Sedona is a sustainable community with food being grown locally near the Wastewater facility. The development of the Wastewater acreage could include greenhouses, orchards, wetlands and bird sanctuary, convention center. That area represents great development potential for the area between Sedona and Cottonwood and would be so much better than gated community after gated community. Leaders would work alongside the community in this endeavor, so would school students.
  13. In the future, conservation would be a way of life affecting our water and use of energy resources.
  14. The vision for the future would include minimizing the commercial aspect of Sedona and creating a community that in its entirety is a university for spiritual learning in all ways we live.
  15. A hostel with sliding scale fees and a community kitchen for modest, humble travelers and spiritual seekers.
  16. Sedona as an international campus for spiritual advancement. A university, naturopathic school, sustainability education, advancements in bio-science, child/human development, social programs.
  17. Sedona as a model for New Human Living.
  18. A hospital that is more a city wellness center focused on naturopathy, food as medicine, the psychological/emotional/mental aspects of physical ailments.
  19. Hospital design incorporates all new spiritual awareness methods and Sedona as a mecca for treating all levels of illness (astral, spiritual, physical) and an organic earthen environment.
  20. Oil based transportation limited or banned in the city; replace with local trolley or electric train ever-present with local service on SR89A.
  21. Find Language that is neutral and all inclusive: "experience the magic of Sedona", "Beauty and Energy".
  22. Posters and street events with images (community events).

23. Chamber promotion becomes city promotions (direct use rather than letting Chamber do it).
24. Special trails A) Disabled, B) easy, C) Mild Workout, D) Challenging.
25. Non-Forest Service places to park and walk, hike, just sit—that allows a sense of “awe”.
26. Theme—like water features—but different because of water conservation. E.g. Vegas hotels have “themes” [but not so corny].
27. Big music venue (Frontiere Pavilion) and conference center [to attract big names to hold conferences—and we create an annual conference].
28. Greenhouse—surrounded by outside plants, orchard. Vineyard. Make school projects for kids planting. [Also retirement community involvement].

## **VISIONS FROM THE YOUNG FAMILY VIEWPOINT, 9/20/11**

1. Public park by the creek with shade trees, well maintained, bathrooms, playground, safe equipment, access to the water, accessible from convenient parking and by urban pathways.
2. Public square not associated with businesses, not have to buy anything.
3. Bike paths away from traffic or protected from traffic.
4. Urban trails and sidewalks such as Sunrise Trail throughout the community, convenient to businesses so parents can take kids shopping and to parks without driving.
5. Young families able to easily live in Sedona without the expenses associated with owning an automobile.
6. Individual homes produce their own energy and food; excess energy and food can be given to other homes of one's choice.
7. City supports research and development into creative ways to capture and recycle energy (e.g., from playground equipment, pedestrian walkways, solar, etc.). Sedona is known for out-of-the-box thinking green projects, which would attract young professionals and create research centers.

## **RECORDER NOTES FROM WORKSHOP ON COMMUNITY, 9/21/11**

[Note: See also the official [Workshop Minutes](#) for this workshop.]

### TABLE #1

We create community through celebrations. Cinco de Mayo doesn't resonate with Hispanic community, but other festival days do.

Very few people can walk to Posse Grounds Park. Used to have a big four-hour parade on 89A.

Community is both a place and a mindset, but we're lacking a place for gathering and celebrations.

When Sedona was just 5000 people, you met lots of people you know at the Flicker Shack.

As Sedona became more affluent, more "second home" people moved here, who we didn't see as much.

Communication divides us. We need to figure out our key informants to get the word out.

We struggle with how to connect with other parts of the community.

Layers of community can help move information (churches, clubs, etc.).

We need that one spot that isn't commercial.

Can we borrow from other city plans?

Would never walk to the grocery store because there are no sidewalks.

Cultural Park started to bring community together.

See lots of people I know at SNAP Fitness.

A place, plaza would be nice, but it's more important to have a celebration that's well advertised, where everyone can be loved.

Because 89A spreads us all out, maybe we need several "pocket parks" rather than trying to find one spot.

Focus on one location, rather than several.

Several locations makes more sense than trying to make one "center" spot.

Kierland Commons in Scottsdale is a good example of mixed use, because people are living there with the retail.

If the objective is to bring everyone together, then one location makes more sense because the string of pearls might divide us.

String of pearls idea was to make it possible for people to get basic needs in a walkable radius.

There's some energy created when there's a single spot that draws people to it.

We're more outdoor than indoor.

Sees the main 89A strip as one enjoyable area, if it were easier to get from one center to another.

#### TABLE #2

1. Intergenerational gatherings in an educational context; like TED and Chataqua; happening at different times in different places such as at the pearls on a string.
2. Everyone lives within a mile of a pearl.
3. Spontaneous encounters along the 89A corridor as people stroll along tree-lined and widened sidewalks; the trees form a barrier between the sidewalk and car traffic.
4. Resting/gathering places at intervals along the sidewalks with art objects, food vendors, shade.
5. Biking and walking paths around the city that are away from traffic and safe.
6. The previously proposed creek walk in uptown; include trees for shade.
7. A place for rotating art exhibits in a tree shaded environment by the creek; noncommercial (art not for sale); an exuberant community celebration at each each rotation.
8. All of the pearls throughout the city are interconnected by walking and biking

paths.

9. An accessible means for everyone to travel the hill between the "Y" and the 89A corridor.
10. A pearl at the abandoned real estate building site on the hill between the "Y" and Airport Road.
11. Build community from within: take personal responsibility to care for people who may be homebound, isolated, or not able to help themselves in case of an emergency.

#### TABLE #3

Add a question: What does a community of wellness look like? Or a healthy community?

- 1.a. Community is a place and a mindset. Needs community, but diversity as well. Shared values and shared history would create a community mindset; and shared experiences.

Places to gather like New Frontiers, garden at ChocolaTree, coffee house, Posse Grounds. Community is a "welcoming attitude."

- 2.a. Where would you want to see a gathering place? In Harmony, residents have started to visit one another, talk to each other, meet regularly. Sedona Community Center has offered to serve as Harmony's meeting place.

Post office, city hall, museums, [?], and other existing locations already serve as gathering places because there is a reason to be there.

- 1.b. Both—organized and spontaneous—as in seeing your neighbors.

Community is also our natural environment and a place of learning.

- 1.e. Sedona is all there and a place of "enlightenment." People who come to Sedona hoped to leave behind thievery, hatred, etc. and people came here as "seekers."

Example: OLLI program. Adults teaching other adults.

- 2.c. Outdoor gathering places. Community garden. Wesleyan Church gave two acres to "Living in Harmony" for gardening.

- 2.c.1. Cultural Park should be resurrected (indoor), as city owned property. Would like commercial activities not at park—should be non-profit.

- 2.c.2. A small boutique-style conference center for +/- 500-1000 patrons [what did the COS Conference Center Feasibility Study say?]. Conference center could double as community facility when not booked as for-profit and provide rooms, meeting spaces, etc. to local clubs, organizations, etc.

What does a healthy community look like?

Walkability, accommodates safe hiking, no gas-powered autos (use electric).

#### TABLE #4

##### **What is community?**

Mindset in a variety of places.

##### **Where?**

String of pearls

Because Sedona is built on a serpentine model, these pearls are preferred to a central hub.

Each community

- Different shapes/in- and outdoor

- Walking, no cars super turbo cars

- Encourage artistic/business ventures

- Have contest

- Energy conservative transportation

- For tourists/residents to take one end to other: high school —> Hillside

- Already exists!

  - School

  - Szechuan

  - Hyatt

  - Hillside

### **Help Unite**

Education—advantages to residents, business, tourists

Promote multi-cultural events

Build culture in home-school age children

Arts, volunteers, etc.

Promote place to live in addition to visit.

### **Community Events**

Film festival

Not to attract tourists but to make their stay here outstanding (string of pearls)

"Come for its beauty, stay for its arts."

### **TABLE #4**

Park in triangle—Morgan Rd.

### **What is community?**

Collection or organisms that have something they share.

Having neighbors you trust.

People who can take care of others in need.

What's missing: people don't know each other.

Even major metro areas are growing neighborhood gardens.

### **Where do you see community?**

Theater, grocery store, restaurants

Need a walkable 89A. Sidewalks to streets not inviting.

Push sidewalks to inside edge, with buffer to highway.

Staples/other—long overdue.

Want amenities to be close, not travel too far. Too many services leaving.

Library—Big focal point.

- Events and programs

- Many other groups host events.

Senior center

People knowing their neighbors.

### **How do we create that?**

Do we all feel like one community with no place to gather?

Made up of many small organized groups and unorganized groups.

Choosing to live in this place is a common community interest.

Gathering places:

Heart of Sedona

Safeway area

Locations—Need pockets to reduce travel (not one center)

89A gathering places really need to address getting across highway.

89A needs to be narrowed like a main street. No depth to commercial. Need boulevard.

### **Where?**

Churches always have a lot of activity.

Basha's/Safeway—way overparked and could create a good central gathering place.

Sunset is small park, but people really connect there and trail connection is great.

### **What's missing?**

New Frontiers and great meeting places cut off from nearby residents with walls, etc. No connections for pedestrians.

Community involvement consists of same people. How do we involve others?

OLLI or some other curriculum should have class on getting to know community, find places you never knew about.

Big disparity of type of employment available here and those who have retired here.

Do we have diversity?

50% of students Hispanic.

Need to do more to acknowledge this.

Windsong could become an affordable housing project.

Invisible creek a problem. Bridge, walls, need good pedestrian views.

Tourism? Love/hate relationship with traffic.

Connectivity along creek, other places where both tourists and residents mingle. Help break down barriers.

### **Events**

Barb's Park—Jazz on the Rocks

Parking garage (Heart of Sedona) plan

Tequa Plaza does events all the time.

Missing link for us: events are not integrated into central gathering areas.

Places to go after event.

Clarkdale good example of central event spot.

Tlaquepaque or Creekside Los Abrigados—good places for events.

Lack of consistent farmer's market—moves.

Community gardens

Churches draw people in—sense of community.

## **Vision**

Town square

Be more self-reliant, focused around community gardens. Maybe churches or church grounds part of that.

New public transit.

How can we draw young people to this community (as a tourist/retirement town)?

Need age diversity/employment

Hard to see Sedona change from tourist/retirement community.

Las Ramblas (pedestrian boulevard) Barcelona

## **TABLE #5**

[name]: 13 years. Main street, hiking, community.

[name]: 6 years.

[name]: 7 years. Quality of development: west Sedona needs help. String of pearls.

[name]: 12 years. Schnebly Hill Rd. History, volunteer, main street

[name]: 12 years. Saddlerock Circle. Art, culture, education. Has been to conferences six years ago on chance to put together a . . . Arts and Culture city commission.

[name]: 6 years. 30 years visiting here. Environment, sustainability, corporate culture and sustainability. Educational.

[name]: 16 years. From Laguna Beach, CA. Taught arts and culture. Arts in public places committee.

[name]: Live in Sedona and Chicago (Michigan Ave.). Consultant; 2 clients (form based codes).

Explanation of form based codes. Make form and use.

Mix public and private —> community [?]

## **What is community?**

Place and mindset—both. "Barrio" concept.

Main street—separate

Living there?

Grasshopper Flats—difference

Events? Are there enough?

Divides and unites us.

Unites—we come here looking for community.

Divides—we have lots of baggage because we are diverse.

Physical division between uptown and west Sedona.

Identity of city lost.

No Sedona identity.

How could we develop?

Architectural feel.

What can be done? Public right of way.

How do you get developers to develop plazas?

Can you encourage? Most of commercial has been built up.

You can offer incentives?

Big box stores? No.

Smaller stores.  
 Bicycle paths to them.  
 Trees and shade.  
 Need to get to store. Linkages and pedestrian scale where you have places you can walk.  
 89A? Community, medians, roundabouts, trees.  
 Make road safer; enable people to walk; bike paths.  
 Shade; all concrete; no trees or shade.  
 Pedestrian friendly; own the right of way.  
 Multiple voices on different issues: e.g., trees (business vs. pedestrians)  
 Tempe—great example of trees; [?]; flavor.  
 We now have a chance to do something.  
 Sedona needs to draw a line in the sand.  
 Main street guidelines get watered down.  
 Needs to have teeth.  
 Form based code is a tool.  
 Versus zoning (tells you what you cannot do).  
 Form based code —> vision—how do you do it? To find a way and do it, no matter.  
 When rules are adopted, rules need to be obeyed.  
 Historical preservation. Form based codes help as a requirement.  
 Flagstaff has one new development.  
 Cultural Park  
 Had [?] village—shops, studios, galleries.  
 Gathering place.  
 Could we have both—uptown/cultural park.  
 Events for locals?  
 Look at Prescott?  
 Do we have a place? City needs to own property.  
 City Hall in front. One million an acre.  
 Re—[?] uptown to be a living area—e.g., artist colony at end of uptown. Live and work in uptown.  
 Look at map—potential places where city could own and develop (string of pearls).  
 Priorities—take back along road: W 89A.  
 High school: good example "we could not afford it."  
 Public ownership of property along 89A. Eminent domain?  
 Now is the time to do this!

#### TABLE #6

##### **What Community Means:**

Connectivity was a key word  
 Folks having a common goal or interest  
 Community can be an area. Perhaps a newsletter connects people in an area.  
 People taking care of each other and the pets too.  
 People involved, volunteering.  
 People developing techniques for connecting with people – one person said she

asks neighbors for help in order to engage them and they feel a connection to her because they helped her.  
Community is not always the geographic neighborhood— often it is the organizations, interests, churches, and other ways people are involved.  
One person felt strongly that giving back was important – don't complain if you don't get involved.

**Needs:**

Gathering places like Connelly's Market on Saddlerock — unique places  
Need benches at Garland's near the roundabout  
Need safe crossing on 89A  
Need more pocket parks around Sedona with "stuff" going on – music, etc.  
Need a recreation center  
Need more indoor gathering spaces  
Need more activities for children  
Expand the library  
Think about how to retain high school and college grads  
Expand the college – become a university town  
Need an independent living facility for seniors.  
Need better and cheaper restaurants  
Need to be an incubation center for new ideas – like Asheville NC.

**How to Stimulate Community:**

Increase walkability in the community. 89A does not serve this purpose.  
Keep the pool open 12 months a year. It's only open for 6 months.  
Things like the Dog Park are good for stimulating community.  
Community Center is too expensive to be used by many.  
There is limited biking and walking access to Posse Grounds. Great park, hard to get to.  
Need places to congregate – all ages.  
Physical layout of West Sedona is not conducive to community building.  
Do multi-use facilities – e.g. wastewater plant could also have biking areas, birding, etc.  
Need community housing for the elderly so they can age in place.  
Make it so you don't have to go on 89A to get around – connector streets for pedestrians and bikes.  
Have more things at City Hall – it's a good complex. Music, etc. More celebrations.  
More intergenerational caregiving opportunities – involve schools. Diversify the Economy – Agribusiness. Again the wastewater plant came up as place we could grow food in large quantities.  
Better bike paths – we could attract triathletes and marathoners – altitude is perfect. But paths are not good enough.  
We have good year round weather – need to capitalize on it.  
Need an opportunity to go down 179 by bike and over VV School Rd, then over a bridge on the Creek, then back onto 89A and into Sedona. Could attract good bikers.

**Community Events:**

Forest Service rules limit us for Marathon and biking events. Need more cooperation.

Multicultural events would be good.

Close Uptown and make it pedestrian only on certain days of the year.

Get more interaction between tourists and locals.

Hot Air Balloon Festival

Install a Zipline – maybe at Slide Rock through the Forest Service lands.

Need better bike trails between neighborhoods.

More connector streets.

## **RECORDER NOTES FROM HARMONY HILLS NEIGHBORHOOD MEETING, 9/25/11**

### **“LIVING IN HARMONY”**

Concerns regarding safety

Flood – Help for each other

Fire

Evacuation Plan

Dangerous Situation

Need Pocket Parks – Playground equipment

Keep the Rural Atmosphere

Keep Roads as they are/No paved Sidewalks – use alternative surfaces for pedestrians, no concrete.

Allow Small Farm Animals – Hens

Large (8 acre?) Commercial Site/& adjacent site should integrate park sites/gathering places into development.

Get Neighbors to help neighbors/ Get engaged in Community Service

How should Harmony look in 10 years?

Should have Upgraded appearance in 10 years and the 89A area in General.

Light Pollution (Porch lights, etc.)

All outdoor lighting should be Dark Sky Compliant

Seek funding to encourage Harmony Community to get dark sky compliant.

North side subdivisions next to Harmony are the biggest problem.

Need on-going, organized Community Support system thru schools &

neighborhood – kids. (home maintenance while residents are gone, sick, etc).

Bike Paths on city streets

Community center – service for all ages  
Voluntary compliance with noise threshold by homeowners  
Hold neighborhood events – helps spread word.

Going into residential communities (like this meeting) should be carried out universally.

Look at utility easements for pedestrian connections, gardens, etc.

Co-op housing – look at 2 Models: Business, youth, architects  
Look at alternatives like Common backyards

Need Central location within Harmony community for recycling  
Composting—as a City

Better on-demand transit – youth, others  
Think farther out in future  
Master Gardner Concept for Parks and Recreation Master Plan – Indigenous Plants  
Verde Food Council mentoring plan in works for youth  
Need to promote sustainability  
Need Educational system that brings out creativity in every child  
More community say in City policy  
Support gardens in each neighborhood

Retention of stormwater – underground cisterns upstream from subdivisions —  
permaculture also.  
Need to keep stormwater in washes – no pollution from street runoff.

Future organization of neighborhoods as communities.  
We are the community  
Community = people

Places for people to go that are free and open  
Intergenerational linkage is very important.  
Somewhere for youth to go within the Harmony community  
Sedona as model for study  
Need for central place; assistance with language, childcare, education  
Neighborhood communications links/contacts needed  
Historic relevancy – how to promote.

## **PARTY IN A BOX RECORDER NOTES**

### **9/25/11**

What I want to see:

Centralized downtown for locals.  
Walkable town.  
Safer road to turn onto, partially due to seniors driving.  
More sustainable practices.  
Centralized venue for performances.  
Park with benches and trees.  
Farmer's market with local farmers. Heard local farmer not invited because they are "covered" Cornville and Camp Verde.  
Focus on natural beauty that doesn't focus on consumption.  
Active downtown area, not just shops. Community center for example.  
Public transportation that runs at night and early in the morning.  
Satellite campus of university: physical therapy, senior studies, counseling, psychology.  
More cultural diversity. Ethnic food could help: stands by Indian, Chinese.

Better:

Public transportatoin!! Subsidize it, it's sustainable. Lynx run to VOC.  
Take cars off road or make it difficult.  
Turn roads into walkways.  
Public transport: egalitarian, carbon reducer, eliminates distracted drivers, single car lanes 20 mph.  
Light rail through town.  
More bike support. Supports camaraderie, west Sedona to uptown.  
Ideal: Sedona as park—light rail into Sedona.  
Ecological parking lots, permeable pavement.  
Look to Flagstaff for self-sustaining practices.  
Loves Sedona as it is.  
Housing: more affordable, energy efficient.  
Community center: Saturday market, local artists selling, less touristy.  
Affordable transit system. Portland \$1.50; Honolulu \$3.00 = high.  
Water conservation.  
Permeable pavement.  
Rainwater collection.  
Zero waste for city.  
More ecotourism—youthful.  
Community gardening and composting.  
Need vibrancy for youth.  
Bike lanes on 89A.  
Community gathering spots—performing centers.  
Affordable housing.  
Walkable spaces.  
More public art.  
Community compost system.  
Food carts. Portland started with 100 carts, now 600. Affordable.  
Culture park.  
Banning plastic bag.  
Community bikes.  
Car sharing.

Off-road multiuse pass. Arterial connectors between green street, with native plants, swales.  
Medians to protect bike lane on 179. They still pull over on bike lanes to take photos.  
Heavy classism in Sedona; need to call them out. "Entitle-itis"—locals.  
Engage business to create ways to work with cyclists. Promote through businesses. Example: free bus passes = ecopass.  
Lynx: off work at 4:00pm, but Lynx comes at 5:30 for two people in Cottonwood = \$8.00 per day.  
Park and rides.  
Regional trail system. Example: VOC to Rimrock.

What will it take to get there?  
Combination innovations. Combine two ideas. Multiple silos of intelligent technique.  
Community visioning: charettes.  
Education. Free classes on sustainability, cycling, etc. Tie in with benefits to them.  
Seniors example: Long life, health, quality of life. Public transportation as a tool to help them. Tours, wine tasting; show passes = free.  
Board actively seeking funds and promoting new ideas. Grants.  
Department in city dedicated toward sustainability.  
Energy incentive programs at city level. Promotes, teaches, incentives.  
Natural water treatment areas, that flow downhill, in town, near airport.  
Hostel for backpackers.  
Some lack interest or fear public. Idea: have meeting in social areas, brewery.

## **PARTY IN A BOX RECORDER NOTES**

### **9/25/11 (Howe)**

First and foremost, everyone wanted Sedona to stay the "small town" entity it is with a sense of community that is still found here. "Keep the Home Town flavor".

Second most important thing is to deal with the traffic in Uptown Sedona. Everyone could see the possibility of pedestrian bridges, arterial roads, and the building of multilevel parking garages to get the cars off the streets and better accommodate the visitors and residents who wanted to come to Uptown.

The discussion of the Cultural Park kept coming up. The need for a "Center" like Flagstaff's Heritage Square and Prescott's Whiskey Row was discussed back and forth, along with the information about Barbara's Park as being a small venue for those in the Uptown and the West Sedona area. Residents want a "Center" somewhere, but they don't see it at Tlaquepaque unless it's part of a great plan that includes the Ranger Road — Tlaquepaque — Crystal/Visitor area across from Tlaquepaque. A great amount of time was spent on the fact that the High School and the Cultural Park area could be "the center" and be all inclusive of young and old.

The discussion continued with the thought that there should be arterial roads

to keep the traffic down on SR89A, such as a road from Forest Rd to the Posse Grounds/Barbara's Park. Yes, they were aware of the Forest Service land.

With so many elderly people in Sedona the need for a "Senior Center" is absolute. Whether it can be the current "Community Center" or another complex for Seniors, Senior Day Care, Senior Services, etc., but, there must be more services for our aging community.

Add another lane to 179 in both directions.

Our roads are in really bad shape, even in the Manzanita Hills, Lazy Bear, etc., area and all from having at least one garbage truck coming down the road 4-5 days a week. By 2020 the city should be able to save money on the roads by contracting with ONE company for an area. Many of our streets end in a cul-de-sac, but some of the trucks turn around in areas that are "elbows" rather than the turn areas and are creating ruts off the street and making rubble out of the sides of the streets, especially at the intersections. It would save the city a great deal of infrastructure monies by limiting the number of garbage trucks. If there are 5 garbage haulers, have them bid for 5 different areas and hire one for each area.

Several people spoke about having a library branch or a gathering place for reading, Internet access, study, in the Uptown area.

We could have gone on all night but it got late.

Everyone enjoyed the opportunity to take a closer look at our community and its future.

## **PARTY IN A BOX RECORDER NOTES**

### **10/3/11**

Importance of engagement with the creek. Bring it back into daily creekwalk community life.

Mobile home park: make with park.

Gathering places.

Make use of Cultural Center. Buy 50 acres from private owner and develop it.

Lower income housing for teachers, firemen, etc.

Host a Mexican festival.

Don't build any more timeshares.

No property tax from the city.

Poor signage at Tlaquepaque.

How much do you want to see Sedona grow?

- Business people do, but not residents.
- Not over 15,000.
- Traffic control: uptown needs more officers to manage flow.
- Take traffic off 89A uptown completely—bridge to Schnebly—so uptown would be pedestrian only.
- Monorail I-17 to Sedona.

What makes Sedona unique?

- Natural beauty and the draw to be out in it, hiking, walking, etc.
- Good weather.
- Small town feel.

- Trail system.
- Broaden our scope beyond Phoenix: market our natural beauty, red rocks, stars, NA treasures, etc., on a broader scale.

Any areas need specific attention?

- Brewer Road needs development (near Hummingbird House); "Heart of Sedona"?
- Sedona dells area: develop for recreation area.

Make better use of Internet to connect folks and pass out information.

179 looks beautiful: retaining walls, etc., very well done.

## **WORKSHOP ON ECONOMY AND PROSPERITY, 10/5/11**

[As there were no breakout sessions in this panel-style workshop, there were no recorder notes. See the official [Workshop Minutes](#) for a complete record of this workshop.]

## **WORKSHOP ON SUSTAINABILITY, 10/12/11**

[Note: See also the official [Workshop Minutes](#) for this workshop.]

TABLE #1

### **Question #1**

- Getting tourists out of their cars. More walkable Sedona. SR 179 is OK, but 89A needs to be more walkable.
- Effective public transportation/reduce traffic congestion.
- Take advantage of solar energy.
- Education aspects of solar energy. Make this an attraction/incubator at the wastewater treatment plant. Improve economy, making Sedona a cleaner place to live.
- Ecotourism. Growing industry. A tourist draw to see renewable energy, like solar applications.
- Wastewater treatment that is more sustainable. Spraying treated effluent is not the answer.
- Educate tourists staying in hotels to conserve water.
- Watering restrictions or at the very least more education.
- Water conservation education.
- Continue to support KSB and Sedona Recycles in their conservation/sustainable practices.
- We need an ordinance that requires commercial uses and businesses to recycle.

- Greywater requirements and reuse requirements. "Purple pipe system" like Cottonwood.
- Waterless urinals in public and commercial facilities.
- Community gardens and composting.
- Sustainability initiatives that are based on incentives are the best approach, not ordinances.
- Reaching the youth in the schools about sustainability practices, such as composting and organic farming, is so very important.
- Effective stormwater management such as permeable pavement and berm and swale systems to keep rainwater on properties and back into the groundwater.
- Land at the wastewater treatment plant for community gardens.
- Lots of small neighborhood organic gardens.
- Certified gardener program.

### **Question #2**

- Water conservation.
- Reuse/reuse/reuse.
- Think more locally. This improves the local economy. The way we eat our food reduces CO2 created by shipping things in and out of Sedona. Thinking locally is the "new green".
- We bury too much waste.
- Reuse sludge from the wastewater treatment plant.
- Solar applications.
- Bike paths.
- Education/bring sustainability into the public schools.
- Renewable energy.
- Conversion to ethanol/renewable transportation fuels.
- Gas stations need to offer an E-85 alternative.
- Mandatory recycling at all community events.

### **Question #3**

- Water Conservation
- Converting to renewable energy.
- Public transportation to reduce or eliminate vehicular congestion.
- Increased locally grown food as part of our overall food consumption.
- Community engagement and commitment to the sustainability concept.

### **Question #4**

- Last to first in water conservation by 2020.
- Becoming a "zero waste" community by 2020.
- Have a 20% of energy consumption to come from renewable sources by 2020.
- Reduce traffic at the "Y" roundabout by 20% by 2020.
- Increase Verde Valley wide food consumption of Verde Valley grown products by 20% of the total consumption by 2020.
- Sustainability themed curriculum implemented in the Sedona-Oak Creek Unified School District grades K-12 by 2020.

TABLE #2

Multi-use urban pathways from neighborhoods to community centers and stores to reduce use of autos  
Large scale rain/flood water capture and use; watershed protection from contamination by flood water  
Sustain people, not just resources; sustain the social fabric of the community  
Community education about and preservation of the uniqueness of Sedona's natural ecology  
Sedona a walkable, compact housing, self-sufficient city in terms of food, water, and energy; interdependent with northern Arizona communities and independent from outside  
Sustainability is a rights of the individual and a justice issue; people have a fundamental right to shelter, clean air and water, and to affordable healthy food; then beyond these basic rights, define the ideal  
Sustain tourism through convenient parking and reasonable sales tax rates for visitors  
Incentives for green building and education for people who want to build accordingly  
Attractive and effective people circulation; a bypass of the Y  
Multi-age community centers to sustain the social fabric; the city encourages ongoing social dialog on community issues (as is happening during this planning project)  
A local currency based on community service and the value of goods, services, and ideas instead of dollars; this is in contrast to today's currency based on debt; back up local currency with gold, silver, and copper  
Restorative justice: use the labor of those who have damaged the community to restore the community and the offenders  
Sustainability is a community project, not one of special interest groups  
Sedona a learning center for sustainability, attracting young professionals and creative people to be engaged in food security, energy independence, and other aspects of sustainability mentioned above

TABLE #3

Easier for people to walk around.  
Natural gas/electric use. No emissions.  
"Short hop" transit system—way to get up cooks hills.  
Three hubs: Uptown, West Sedona, VOC.  
Make the hubs more individually sustainable:

- Services: needs of the hubs.
- Connections between hubs, like airport hubs.

Transport to carry bikes (park & trolley, park & bike, park & ride).  
Pair the hubs with property:

- Critical mass issue.
- Visitors help pay user fee. Local discount pass. Free zones like Portland.

Cottonwood as another hub: cost of driving to Sedona vs. transport cost.

Shared bicycles. Trolley to connect.

Bike lanes. Roundabout signage for bikes.

Pedestrian/bike overlay plan that is well thought/detailed out. Task force, design team.

Plan review in city to include a fee/focused pedestrian/bicycle use. Professional development of city staff to focus on bikes. Creativity, education.

More incentive to recycle. People are not doing it enough. Waste management.

Due to . . .

City-wide composting program:

- City pickup points (neighborhood compost).
- Convenient.
- Incentive.
- Community chipper.

Fostering creativity with recycling. Reuse of materials.

Education in sustainable building at construction industry level.

Conference on sustainability. Education fair.

Professional development of city inspector for alternative building systems—sustainable.

Make Sedona a model.

USGBC local to Sedona (U.S. Green Building Council).

Show people how to build for Sedona climate.

Incentive to keep young people here.

Create local specific.

Local businesses.

What are we doing/needing? How can we supply that?

What is Sedona?

By one diverse center for people to stay.

Need for more flexibility of zoning to allow local small business many nature/art studio. Small studios throughout neighborhoods.

We need to stay true to Sedona—be ourselves.

Attract clever employees based on our great lifestyle/beauty.

- Think tanks.
- Small research centers.
- Learning centers: arts related.
- Center for intellectual property.

Home occupations

Export products.

Adjust L.R.V. restrictions.

Revisit building code.

Ban black cars.

Water.

Use of permeable surfaces.

Xeriscaping: a lot being done; do more.

Maintain quality of water so people drink it and not use bottle.

A single sustainability coordinator for within the city.

Bike parking/lockup.

Easy electric vehicle/natural gas, shuttle/vehicle.

Making each hub self sustainable.

Bike lanes to legitimize bikes as viable transport.  
 Bikes have first priority on roundabout.  
 Put pressure on Waste Management to meet our needs, like accept glass for recycling.  
 Central composting.  
 City hosts a conference/fair to educate on alternative eco-housing/sustainability.  
 Get opinion of high schoolers, what they'd like to see in Sedona as they grow up.  
 Locally made souvenirs to sell to tourists (local industry, support local economy).  
 Help local artists have studios in their homes, to support the artists in a very real way.  
 How sustainable are the required building paint colors. They tend to be darker, whereas lighter colors better in this hot climate.

#### TABLE #4

"SUSTAIN not DRAIN."

Waste Water Plant: more use than wetlands, farming, bring A+ water back to Sedona. Store it; it will be a commodity, economic use: recreational facilities. Biofuel production, Green Technology Park (invite Manufacturing Comp. to build pilot projects there).  
 Education: people need to know what's out there to conserve, recycle; what it means to be a Green Smart City, put Sedona on the map. Goal= ZERO ENERGY; team up with other communities in the Verde Valley. Invite ASU, NAU to open up satellite campuses for sustainability, renewable energy, innovative green technologies.  
 Traffic: Park & ride at the sewer plant for the workers from Cottonwood; transit system to and from their workplace. Parking for tourists, visitors in underground, city-owned parking garages; parking meters in uptown to encourage using the parking garages; transit from there to uptown. Volunteer residents to commit to a car free day a week.  
 Conservation: Encourage to collect rainwater for watering, install drinking fountains for fewer plastic water bottles. Retention ponds on major washes to prevent flooding and to replenish our watershed.  
 Green Building Code: custom designed for Sedona, not copies from others; program to make existing homes more energy efficient; reward home owners with lower permit or impact fees if they build green to make up partially for the higher building costs. Plaques are nice but do not encourage. Make it easier to implement new energy conserving building methods; educate staff about new technologies. City needs to be a living example of green technologies: install solar, upgrade insulation, replace windows with better insulated ones, use non-toxic paint and materials, etc.  
 Trash collection: Don't have so many different companies running the same route; consolidate to one; less impact on pollution, road and noise. Have one day every six month/year to pick up trash too big for garbage cans, like mattresses, etc. Maybe move the recycle station from where it is to a less impacting location and have pull-off containers that are designated to

wood, clear glass, colored glass, Styrofoam. People can drive right up to them to discard their stuff. Charge a fee based on amount, maybe out at the sewer plant.

Transportation: Transit system that actually goes into neighborhoods; strategically located stations, not just along 89A or 179. Provide coin operated bike rentals; connect neighborhoods with walking paths.

Sedona needs to be a healthy city to provide wellness to tourists and locals alike; also look for other economies to be less dependent on tourism.

#### TABLE #5

What sustainability initiatives or goals are important to you? Some from California don't want that.

Get rid of hazardous waste for free: e.g., batteries. Make recycling easy.

Water treatment system uses mercury to filter water. Need hazardous waste drop-off site. Residents need to be satisfied. Only once every other year they have hazardous waste at high school. How do you get rid of it?

Mycelea/mushrooms.

Initiative in city for solar local tax incentive. City needs to be model. Lot emerging. City cannot do much (no property tax) to encourage. What can city do? Be model? Be a leader by installing on city properties.

Can we have codes? Green building codes can be encouraged and ultimately explored? On a voluntary basis, or like Santa Fe, where it is mandated at certain levels. More required, based on needs of specific house (e.g., size). Santa Fe did point system (e.g., water catching/solar/radiant heating/Styrofoam blocks).

Bilay and walking should be excepted. Electric transportation, cleaner methods for city. City purchase clean vehicles for its own use.

Can we lobby for state changes? E.g., test of car emissions.

Urban trail system? Create loop around—parallel to 89A. Dave Singer? Don't have bike lanes on road; make them separate.

Growth? Sedona cannot grow. Is growth good? Efficacy vs. growth. We don't want to grow beyond limits of Sedona. We don't want land swap.

Visual presentation: Can we cultivate visual, beautiful environment versus shopping malls. Preserve the architectural beauty of Sedona. Have all design for new construction harmonious with environment. Design cohesiveness needed. Can we design with this in view? Now we have horrible signs, all colors. Night time lights. Why have lights on during day (on 179)?

Form based codes. Redevelopment of West Sedona? Encourage community.

Encourage jobs. NACET (emerging technologies) from Flagstaff. Goal is to create jobs. NAU. Gosar.

Encourage independent businesses. Can we do it here? We should not be dependent on gas prices. Encourage other activity: farming, Verde Valley, farmers markets. Community gardens; can we encourage this? Natural grocers.

Overarching goals: What should be. Water: what should it be? Needs to be regional water plan? Our neighbors will want to tap into ours. Preserve regional open space with Verde Valley and be proactive with others in the

area. Recognize our differences. 1.2 million gallons are wasted. Now do we do a better job? Solar? Need to reclaim/reuse effluent; WWTa improvement. Jobs: green jobs. A model city but within clear and beautiful environment. Should be harmonious with our environment; clean design.

#### TABLE #6

Green building: Economic advantages to not go green. Look at/use measures that others have used for green building incentives. Not sure laws should be imposed. Cost to homeowner. But long-term good investment; short term high costs.

Control our own utility functions. Should not subsidize other states with our large utility corporations. Smaller utility structures built locally.

Shouldn't use large tracts of land for alternative energy.

A lot of national forest land that could be used for solar. Could have real benefit. Plant for Verde Valley communities and food production self-sufficiency. Verde Valley communities need to work together and as a community. Encourage good ideas from our community to help realize self-sufficiency.

Need to pursue younger voices.

Need to address the sustainability of people. It's not just about going green. Everyone attending meetings is older, but the world and future belongs to the youth.

Need a youth corps. High school should send young people to these tables. What are their visions?

Focus on dark skies and quiet. May not be same priorities for youth; we need the kids here.

It's not enough to go to them. Everyone should be together to hear each other. Sedona unique: economic engine is natural beauty; would never be a community otherwise. Not a place to seek jobs.

Need to pay close attention to current community plan vision. Should use that seriously.

High school solar array ugly and is not totally offsetting the energy use.

Preservation of natural beauty should be at forefront of decision-making.

Native people held area sacred. If it needs to be changed to live here, should leave.

Could grow just about anything. Best land/climate. Need to share the farming, animals, etc.

Very transient community. Not realizing their expectations. "Grow or die" is true.

Have built out capability.

Transportation issues.

Will always have tourism—boost it.

Retirement—will always have.

Focus on which areas of growth can be sustained.

Need to really boost education and encourage youth; more facilities than needed for students. But youth leave: no jobs.

Accept reality—will not have alternative industry. Develop tourist base; focus on it.

Young people want to be involved. Need to be given a chance.  
 Gardening/food production. Invigorated western community. Reintroduce wild horses? Visitors want more of a western experience. Incentive for open space.  
 Focus on water conservation/low water use/flow regulation. Rainwater harvesting. Residential landscape ordinance (no lawns). Reuse.  
 May need to change our thinking in terms of consumption.  
 Education changes behavior.  
 City should do more education. Economic viability—important. Learn about.  
 Create new things/new activities/entertainment. Energize activity/ideas for growth. Look at how other communities are successful. Conservation plan across board. Focus on education, not necessarily new rules.  
 How can we learn to reduce consumption as community to deal with slower growth.  
 Push expansion of Yavapai College and programs helps boost our economic engine.  
 Education is not as institution-centered.  
 Experiential learning for youth with the older very skilled residents. Link to college for credit. Perfect community for new ideas with this synergy.  
 Focus on commitment to acquiring a specific amount of creek frontage—public access (creekwalk).

#### TABLE #7

Eco-friendly, low carbon footprint tourism.  
 Create alternative to tourism (e.g., green business park).  
 Sustainability is not an accessory, it's a way of live: fuel, food, biomass fuels, ethanol plants. All vacant land used for food production, water harvesting, wind and solar. More people on foot, busses running on biofuels.  
 Public education on the law of nations has been accomplished as human resources are also an important part of sustainability.  
 Teaching center for community nurturing.  
 Vertical green houses produce local food.  
 We exhibit flexibility—flexibility to react to changing conditions.  
 Dirt tracks (for horses, bike, walking) loop around the community.  
 Not one plastic bag or plastic water bottle in sight!  
 We all listen to each other.  
 We would be a diverse community: diverse lifestyles, diverse housing, a bit more density, neighborhoods have changed to allow multi-family use.  
 All lodging charges a \$5 surcharge but visitors get a reusable bag with stuff in it to guide visitor experience: use shuttle, visit farms, schools, etc. (this is a way to do some education with tourists).  
 Visitation will look more like part-time residence; with travel more costly folks will stay much longer and participate in volunteerism education, etc.  
 Set up a charity to raise food supplies: food bank users volunteer to sell raffle tickets.  
 We need to re-vision our transportation because autos won't last. We need flexibility in this system.

Get alternate transportation; the ability to cross at railroad crossing.  
Get lots of food production going locally.  
Get alternative fuel backups for water company pumps.  
Use marcite clay to purify water.  
Educate in order to facilitate lifestyle change.  
Reduce/refuse—abstainability is the new sustainability.  
Create a Sedona sustainability standard (gold, silver, etc.).  
City creates its own water in clay pots to sell and starve off the plastic bottle industry.  
Create sandbag houses without any loans.  
Attract and accept only eco-friendly business in Sedona.  
Water/food: conservation/waste reduction; education; energy; transportation/circulation.  
Goal: Test where we are today regarding sustainability. Community fire drill: Shut Sedona's power off for three days (this will show our level of sustainability).  
Similar experiment: close banks for five days. Try local currency. Give local currency to achievers. You don't look for your flashlight until the lights go out.  
People learn by crisis.  
Goal: Create flexibility in all of our endeavors.  
Goal: Create a sustainability standard for businesses, buildings, neighborhoods.  
Goal: Procure all food within 150 mile radius.  
Educate ourselves, our visitors, then commit and do. Reduce our needs.  
Get agricultural land use back on our land use map.  
Minimize legislative intelligence—use incentive and education.  
Top priority for next ten years: food, energy and strong sense of community.  
Walkable neighborhoods, minimize fuel depletion, maximize assistance when needed, engender bartering.  
Agricultural lands with irrigation. Alternative fuel busses linking us. Alternative fuel commitment by all regional government entities: school, fire, all of it.  
Volunteerism could help to change the economic system which is currently not sustainable.  
Weave sustainability into every city department.

## **PARTY IN A BOX RECORDER NOTES**

### **10/14/11**

#### DISCUSSION STARTERS:

- # 3: When Sedona is at its best, what stands out and why?
- Natural beauty. Geography. Accessibility to outdoors, forest service and hiking trails. DO NOT trade off forest service land for commercial/residential expansion. DO NOT lose our open space.
  - Depth and breadth of cultural activities for a town this size. Art galleries, chamber music, opera, live theater, music, films/movies, museums, art shows, festivals, etc.

- The city and its services are simple to navigate.
  - Small-town feel, friendliness.
- # 6: What makes Sedona a unique community and what should we be certain not to lose or erode?
- Small shops—individual shopkeepers and small business owners.
  - Zoning restrictions (must retain height restrictions and other zoning restrictions) to preserve views and open space.
  - Importance of tourism—types and sizes of events that attract tourists, provide source of taxes, but doesn't interfere with quality of life for residents.
- # 8: What little things could the Community Plan focus on for quick/easy progress?
- Property owners and homeowners need to pay more attention to their landscaping—what they "put" on their property and just as important, what they don't "take" off their property such as overgrown/dead trees and bushes that are dangerous to walkers, bikers and even cars that can see what's coming and going.
  - Litter.
- # 11: What changes would you make in West Sedona and along the 89A corridor and what would you like to see there in the next 10 years?
- More attractive signage; signage that fits better/doesn't distract from the environment, scenery.

#### IDEAS FOR 2020 AND BEYOND. WHAT ISSUES NEED TO BE ADDRESSED? WHAT SOLUTIONS DO YOU IMAGINE?

**AIRPORT.** Establish an Airport Control Tower. A control tower in itself will not increase air traffic. Expansion of airplane parking at the airport, which is already in the works, will do that. We need a control tower to ensure airplanes keep on the correct flight paths into and out of the city and to ensure future safety as air traffic increases.

- Restrict ultra-light aircraft, or at least take-off and landing times.
- Examine noise ordinance/restrictions.
- Relocate the airport?

**DIVERSIFIED ECONOMY.** A diversified economy that provides services, products and other economic productivity (hotel, restaurants, shops, manufacturing, etc.).

**AFFORDABLE RENTS FOR BUSINESSES.** Rent control (or some moderation) so it is affordable for shopkeepers to operate.

**HEALTHCARE:** Continue to establish better medical facilities/providers in Sedona and Cottonwood so can avoid traveling to Flagstaff or Phoenix.

- Accessible and high-quality healthcare complex.
- Keep the Emergency Center vibrant.

**ZONING.** Be careful about zoning—height restrictions; signage; landscaping; architectural—design; business versus commercial; enforcement.

**NATIONAL FOREST AREA.** Maintain the national forest areas and protect the hiking trails.

**TRAFFIC.** Provide adequate roads for residents and visitors (pay attention to

congestion during holiday times).

TRANSPORTATION. Better transportation alternatives (reliable, safe cabs; public transportation that is convenient, efficient and reliable) to reduce the need to drive, whether it's to events, dinner, etc.; to keep pace as our current residents' age and to encourage/attract older people to move here who may feel less comfortable behind the wheel.

CULTURAL PARK. Revive existing Cultural Park. With the new Sedona Performing Arts Center, there are synergies/facilities to share that didn't exist previously.

"FRENCH MARKET"/"FLEA MARKET" MARKETPLACE. Establish a specially zoned area for low-cost retailers and retailers that generate a lot of business.

WHAT AREA(S) OF SEDONA MOST CONCERN YOU AND WHY?

Heading to the main Post Office from the west on 89A, the plots of land down the hill to the left and right as you approach the first roundabout. Watch the zoning for these plots.

Redevelopment plan for multiple areas.

West Sedona. Uptown and 179 have been updated for traffic flow and beautification for residents and visitors. West Sedona is an "eyesore" by comparison. It has so much untapped potential. Look at signage. Look at it from the perspective of those visiting for the first time; what first impression does it give?

Watch out for the change of character and how it compromises/eliminates Sedona's uniqueness—big box stores versus smaller boutique shops.

## **WORKSHOP ON PARKS AND RECREATION, 10/18/11**

[Note: See also the official [Workshop Minutes](#) for this workshop.]

### **SUMMARY**

Happy with existing parks—Community garden—Latino community/outreach/gathering places

Quiet parks/meditate—Dog park—Need community gathering spaces—More with less

Shared resources schools/City use—Why spend money on plan?—US Forest Service and City partnership

Money for facilities (willing to pay)—High quality parks—Noise, lights, safety concerns—Get rid of pocket parks and have one big park

Ice rink—Park at creek—Visitors and residents—Urban trail system—Bypass 89A—Main street park like

Garden at wastewater treatment plant—Botanical—wastewater treatment plant—less development passive recreation fishing/lakes/farming/bird/watching—Pleased with programming and maintenance—Diverse age

appeal for programming  
 Connectivity of "Pearls"—Paved bike path  
 Programming—Taxes for specific benefits—More smaller community parks—  
 Outreach on existing facilities—Like email blasts—Music/concerts—  
 Community garden—Need more parking/transit for night events—Evening  
 events  
 Wastewater treatment plant  
 Nothing big—Nature access—No development—Indoor rec center/pool/gym  
 OK with property tax—creative money mechanisms?—Year round pool—  
 Enhance dog park membership  
 BAP  
 Garden—Greenhouse—Subdivision pocket parks—Creek walk—Open space—  
 Walkability—HOA's develop open space private sector grants—Smart Growth  
 America—Partnerships—Bike access of SR 89A—Basketball league—SR 179  
 park—Cultural Park—Missed opportunity  
 VOC ideas—Wastewater treatment plant  
 Too far—athletic fields—Development Creek—Take advantage of what we  
 have—Users appreciative of parks—Like Sunset/pool/tennis—Coordinated  
 scheduling for parking—Scheduling of youth sports needs to be coordinated  
 (opportunity)—Enforce hours/safety at parks—Year round pool—More pool  
 hours—Partner with uses for mountain bike program—Use of open space—  
 Support tax for special projects/facilities  
 Facilities—Trails—Willing to pay—Charge for events/users—Ranger Station at  
 Century 21 site—Great existing facilities people don't know about—  
 Signage—Need neighborhood links—Year round pool—Wastewater  
 treatment plant—Events—Walking—Educational opportunities—Quiet areas  
 (yoga)

#### TABLE #1

The community pool is a good start but when it's closed?  
 Can people walk to the existing parks-answer is no.  
 One way 89A would make city more walkable  
 More walkable and bicycle riding  
 Need focus on outdoor recreation  
 There is now more attention to the quality of recreation parks etc.  
 What would people actually use if facilities are built and opportunities are  
 provided Signage for available paths to parks without going on 89A  
 People in Sedona don't know where Posse Ground park is & public needs  
 communication about where park facilities are they are not emphasized  
 Used to be easy to get to trails and parks when there were lots of empty lots.  
 Establish official quiet places in town.  
 Some trails now are not accessible because of new houses and fences  
 City has done programming for usage of our parks and improvement of the  
 parks  
 Partnership between City  
 City would initiate philanthropy to develop recreational activities and facilities  
 Between City and citizens regarding type and of signage

Developed street marker, painted on the ground like freedom trail in Boston  
 Before we build new facilities there is a lot to do to take advantage of what we have and walk use of them. Have live \_ \_ \_ \_ of artistic performances at the Performing Art Center Philharmonic, tec. Because of the economy, the land is cheap and could be bought and converted to parks.  
 People want creek access – even if it would be flooded at some times.  
 Pocket parks by the creek not necessarily an expensive creek walk  
 Use of water waste land for recreation and building opportunity, walking, outdoor event venue, large scale. Like Telluride uses it's parks & many of the limitations found in the city (parking) not there no commercial buildings –solar field, closed loop system-people could come and visit how water treatment facility could be used.  
 City can free up 6M to develop parks and recreation because city  
 Trade some land and some by the city for creek side land.

## TABLE #2

### General Impression

Fire

Sedona here before city

Need more. "Retirement—golf/tennis and swimming

Pool opened longer

Red rocks are important but others express

- Important—diner/hotel/pubs treats better atmosphere
- Lighting at Sunset Park and Posse Ground

Community—string of pearls—open space

Dog park? Annual membership

B[?] Park—a lot of money [?] cultural Avo—tune it down-[?] garden/green house

### Features

Open space, increases walkability, gatherings

No sidewalks in backstreets

The recreation for kids/

Pocket parks in subdivisions

We need open space

River walk

Problems—City does not want to get involved in small open space development—neither do home owners associations

How do you insist—City could give targeted grants to property owners association

Area being [?] community garden could be a template. (Sunset Park voted down)

Gardens food/fun/fitness Smart growth area offers assistance to bikes e.g. walkability—need to apply (EPN) How does City want to be involved?

Community does most

Biking? () safe on 89A?

Reach out to neighborhood associations chance for City to interact within associations to help and support them.

### Priorities in next 5-10 years

We have pool rebuilt; it is a community pool; only one in area! Needs to be open year round!!

City used private [?]-not up to them [?] no full gap. Community needs to be year round. Solar pool heating. Solar went away.

### Partnerships

These can be revenue generating. There are not enough facilities. Partnership between schools summer programs for kids. Mud runs? Basketball league? Problem to get access; we should have access.

Cottonwood missed boat on community center

Should be Park in 179

Lots of people do not want to move here because of our facilities

Cultural Park—went away; bad management? Or not developed well

These are successful area—Fort Tuthill family friendly apartments—in Flagstaff is successful.

Can be smaller parks “Enjoying open space/meeting places accessibility of parks? Posse grounds

Look at 179 and sidewalks—people using it! Joggers, use benches.

Look at bike shops doing well—VOC being mountain bike [?]

Area of flat land—build ample of athlete fields and facilities?

To [?]-Water issues?

Trails?

### What is most important to us?

[?] Trails Wildcat Trails—are [?]/erosion/

### Financial Resources

Yes Dog Park/pool/residents

Charge for special architects

For tourist and residents encourage normal

### TABLE #3

1. “Greyback Park” is a rest stop for kids waiting to get the bus. It's not a park.

Botanical Park is a favorite.

A waste of money to support Jamison, Grayback as a [?], uses Sunset with his young child a lot. What we have is a very high quality—This is what young families are looking for.

As a transplant from LA (a childless couple) citizen is concerned. Hyper-sensitive to noise and safety.

### 2. Tim Question

What other prop does [?]? 400 acres at wastewater treatment plant; 250 acres could be freed up for recreational facilities; could have soccer fields to host tournaments. The wastewater treatment plant seems too far to hike to for recreation or even to drive to with the family.

Several residents at [?] didn't know there was a botanical park! They are useful for tourists who are interested in local native plants. How about using the money from the little parks (“get rid of them”) for a bigger park?

3. The students at the SCS want an ice skating rink. Ice in the winter, swim in the summer—family location destination.

The Creek is a huge amenity and what's missing is a park along the creek—It would be extremely popular with families. These without children “In part usage where I'm willing to trespass”.

“One nite big spot” near The Creek. Provide places for trash. [?] also attract tourists.

Grasshopper Point and other areas need trash cans—easy access for garbage disposal. People leave too much trash behind.

These are two parks with play areas. Would like to see one near Dry Creek.

There is interest in young families for a urban trail system and neighborhood connection and bypass 89A and avoid using the cars. It's hard, loud and dangerous to hike 89A.

4. Priorities

Would like “Main Street” more park-like

Mountain Posse Grounds

Explore recreational opportunities at wastewater treatment plant

Urban trail system—Start with a couple limited eq Oak Creek [?] Sunset Park. On area below Sugar Loaf to Posse Grounds—[?] for families

Park space along creek

A Botanical Park

Need to promote, advertise and educate about parks (i.e., half of table did not know botanical Park existed)

Need for indoor facility with aquatics “Rec Center/for pool workouts, arcade that is not seasonal.

Sedona should value its scenic value

Take every one's values

Perhaps the COS should acquire the SCP.

5. They are both equally important.

Fees/taxes students—yes, tax and fees.

7. As a homeowner's parent would pay more taxes (proptax) for Parks and Recreation.

Are there other creative ways to support additional Parks and Recreation facilities such as the [?] for or State Park.

#### TABLE #4

##### 3A [?] Impression

Participates more in the Forest (Westerners)

Not many residents on the forest trails

Sense is not that many residents use the large parks, where tourists tend to come.

Need smaller parks.

Not sure people know all the parks we have. Should better advertise them.

Walks trails once or twice per week; need better info on the trails and parks at tourist centers.

B [?] & [?] accessible by most people

Takes vistors there, but not to the parks.

##### 3B Important feature

Depends on what kind of programs the city wants to promote.

Likes getting email communication about activities.

### 3C Needs being met?

No interest really, in things Parks & Recreation does now. But want a community center with indoor swimming.

Music concerts in parks; community gardens

Don't attend some programs due to insufficient parking, like at the library. Would use public transportation if available, even at night.

First time he's been at the community center, always wondered where it was.

Not enough evening activities

### 3D Priorities

Community center large enough for indoor pool, stage food service, classes.

Focal point.

Something special at the Wetlands Pond? Fishing?

### 3E Parks vs. National Forest?

Partnership between city and forest service, to create programs.

Both very important

### Special Question: Was it wise for city to spend money on this study?

2008 citizens group did study on parks. Would be very disappointed if that was ignored.

Need to wait to the end to see if worth the money. But don't assume we need to just take the recommendations without further careful consideration.

Remember we have state parks nearby that we should consider

### 3F Wastewater?

Nature trails quiet place to commune with nature

Agree, no development between Sedona and Cottonwood

Possible to grow food there with improved water treatment. Public/private joint venture? Could supply local restaurants year round.

No large parking area for whatever use is decided.

Educational uses.

### 3G Extra Cost?

Yes

## TABLE #5

### What is your general impression of parks and recreation in Sedona?

Why is the City property at Sugarloaf only designated as a TH?

Pool closed seasonally is a problem.

Favorable

Since RN took over maintenance they have turned a portion of Posse (need a PN yard) Grounds into a work yard

Impressed with Swimming Pool

Doing better doing a lot with a little

Programs and Ops are well; maintenance has improved

Diverse age appeal only in two parks.

Beautifully situated classes for teens needed

Advertise or promote parks/ some parks are very busy certain hours; parking issues

Recreation programs/signage/

Sunset Park well liked; pool well maintained

2) What features (e.g parks, facilities, programs) of Sedona Parks and Recreation are most important to you?

School needs to be more open for city use of facilities

Community center/focus areas more distributed around town

Jordan—10K/year visitors at the museum

Bike path from [?] college

Pool Parking needed

Tennis courts/diverse activities/open space/community camp out

3) How well are your parks and recreation desires being met by the City of Sedona?

Not everyone is a hiker we need programs that engage everyone

Loop trail that is easier grade

Paved trails that didn't go along 89A

New park needs to be along the I79 corridor

No neighborhood parks

Heart of Sedona park with diverse age appeal

Complement private offerings

Demographics mapping of Sedona

Demographics of tourists?

[?] balance of parks to trails?

Sidewalks can be a part of the community pathways;

Monitor safety/enforces/hours, etc.

4) What should be the priorities for Sedona Parks and Recreation (e.g., parks, facilities, programs) in the next 5 to 10 years?

Bike path connections:

- Jordan
- Posse Grounds
- College

What happened to the leagues that used Posse Grounds?

How much pressure do the fields at Posse Grounds get?

Coordinate locations schedules for parking Central schools and parks

More multi-purpose open space; football, soccer, dog training all compete for space and practice days.

Indoor ? ? pool/bubble

Mountain biking program [?] to be ordained

5) Sedona Parks and Recreation facilities and programming opportunities are distinctly separate from the open space and trails on the National Forest surrounding the City. Which of these opportunities are most important to helping meet your recreational needs?

Bird/wildlife sanctuary

No major development here—too far

There are other things more important to develop in town than major sports facilities

Hometown fair jump track—safety biking and practice;

how to use forest lands—course/workshop

6) There has been a study conducted for disposal options of the City Wastewater

Treatment Plant Facility. The first phase of this project is currently in process to build wetlands at the Treatment Plant. Should recreational opportunities be explored at the Wastewater Treatment Plant Facility? If so, what would they be? If not, do you have other ideas for this area?

The City is saturated with performance arts

I want to see the City support programs more.

We need to bring back some of the programs

7) Would you support the use of financial resources, such as fees, bonds or taxes to fund Sedona Parks and Recreation?

Impact fees—capital improvement taxes better if clearly spelled out benefits and purposes then fees.

Bond

For special uses sports facilities/center

8) Additional Comments

Posse Grounds **is** the Heart of Sedona

## **PARTY IN A BOX RECORDER NOTES**

### **10/24/11 (Massey)**

The attendees had a lively discussion, and the following is a compilation of statements after sharing thoughts and concerns together. I know this is not the format you designed, but that was a bit much for our short time.

We saw the video and did the little quiz, which was fun. Then we "cut to the chase" and fired out our thoughts, concerns, priority issues, and tried to brainstorm ideas that might address these. Most of these thoughts were developed through circular conversation. In the end we learned from each other and built on each other's ideas.

All agreed that we live in uniquely beautiful place whose natural wonders we want fiercely to defend. This defense can be achieved with creative and innovative ideas from its own people. This has been proved.

Wise innovative planning from the 179 Hwy series of Charettes achieved solutions to difficult and potentially contentious problems. The lovely drive we ended up with between the Y and the Village was a custom designed "for Sedona only" project that almost everyone is very happy with. This type of community democracy at work, while tedious, seemingly slow and inefficient, can bring the same ultimate future to our whole town that this process did for the 179 corridor. It is worth it in the end.

GENERAL OBSERVATION: The economic downturn has halted the rampant, invasive, large-scale development that ran roughshod over the town before 2008. It can be to the city's advantage to now create more restrictive codes and begin to put the COMMUNITY'S NEEDS ahead of the DEVELOPERS' GREED. A greater weight can be given to the civic needs of the community of Sedona and its citizens. A flourishing tourist industry can be maintained that depends on maintaining the scenic beauty and keeping SEDONA BEAUTIFUL. Out of town, out of state investors who poured money into projects here just

for the quick dollar returns should never be allowed again. Lost during this period were places like Rachel's Knoll, which were sacred, scenic, serene, and open to all. In return we got more helicopters buzzing over the wilderness, private gated areas that did not relate to the community as a whole.

We fully support this thorough, albeit tedious, time-consuming, planning process. We have seen that it can be done, by driving to the Village of Oak Creek and enjoying the results of that process.

## **WORKSHOP ON HOUSING, 10/26/11**

[Note: See also the official [Workshop Minutes](#) for this workshop.]

### **TABLE #1**

Need to be a more diverse community. Sunset Village is a possible location for more affordable housing. Should do it more through private enterprise than through government. Real estate professionals here need more education. His neighborhood in NY City was between two streets. Here, the way housing developed doesn't lend itself as well to neighborhoods, which are very important.

Housing will reflect the demographics. She would prefer a community that includes lots of diversity of income, especially for those who work here and provide our services. Need to build the kind of housing that will attract more diverse people. Very much opposed to taking actions that displace people who live here now.

We say it's impossible to do it, but other communities have found ways to create diversity, and we can too. We can't rely on the Verde Valley for employees, who are getting more options to work in their local communities. Goal is to be sure that those who serve our community can live in our community; it's an obligation we have. And it's a value for teachers, police, etc. to care more about the city they work in if they also live there.

All the service professions that make up the fabric of our community are here anyway all day, but then they go home to Cottonwood or wherever and shop at the stores there.

But there's no way to do what you want to do. A teacher wants to have a nice home, and there's no way we can provide them with that kind of a home here.

I disagree. When we moved here, we knew we could buy a bigger home elsewhere, but we bought a seed home here and worked our way up. What we're lacking is the starter homes. Faced with the choice of more home in Cottonwood for the same price, they would buy here; there just is no option now.

Agree totally with those who say we need more affordable housing. Knows someone from Oregon who would like to move here, but is on limited income

and is afraid she can't afford it here. Also need options for youth to get a foothold, so they can stay here. His own son is in that situation and is questioning whether he can afford to stay here with a wife and small child, even working three jobs.

To what extent should the city be involved in making that happen?

100%. In one strong sense, the city is the leader of the community, as well as the people.

What powers does the city have to determine such things?

City can deal with that through the zoning process. What I'm hearing is the need for choice. Maybe there are places in the community that we can look for placing more affordable housing.

In existing neighborhoods, there are designs already in place for single family dwellings that could be converted to double, if allowed.

I agree that the city should not get in the way, they should encourage it through zoning, etc., but private developers should build it.

We should look at what zoning means and see if it still works for us. What about form based codes? The reality is today that based on land costs, private industry won't build it unless they can make a profit. So it's still a city partnership. Our fee structure is pricy and still going up. Private funding plus public partnership (incentives) is the right model.

How do we do that here, where we are mostly built out?

We still have infill possibilities and some aging homes.

Should the preservation of existing affordable neighborhoods be encouraged?

How do you stop gentrification: buying an older home and building a new mansion in its place?

Do we have the mechanism in our P&Z department to take advantage of the opportunities when they arise?

How do we get existing neighborhoods to agree to allow more dense development to infill?

500 homes in Harmony neighborhood have been connecting more with each other recently. In particular the homes near 89A and Andante is possibly the lowest level in the City. It ought to be preserved, but some are at the end of their lives. If the property is sold, what's going to stop new buyers from building larger?

We're not the first community in America that has faced this.

The problem with NYC projects was concentration. To avoid that, the affordable housing should be integrated within the community. Think about having mixed use, where people live above their work space.

Mixed use is now allowed in our codes.

Only when you see the huge menu of affordable housing possibilities do you realize how possible it really is and how different from the stereotype it is.

We the people (in Harmony) are the neighborhood. We don't have the answers yet, but give us another year or so and we may have some better ideas.

One option is an optional overlay zone. Ordinance lasts for two years, and if it doesn't work, it gets canceled.

Somewhere in the plan we need to talk about senior housing. As people age, or as a spouse dies, income drops and they can't afford where they have lived for many years. So when talking about inclusion, seniors need to be

considered. Allow them to downsize within their own communities.  
Mansionization. People move here and drive up prices.  
New reality of current economy has dampened that problem a lot. Is this an opportunity?  
Happy to hear what people said. Totally agree with what was said about senior homes and youth leaving because they can't afford it here.  
Wants codes that reflect accessibility, as people age.

#### TABLE #2

The Village of Oak Creek might have developed housing types that Sedona failed to create.  
Ultra green housing—non-flammable, mildew resistant, bug proof, water conserving, renewable energy producing housing dominates.  
Sedona has housing that does not require financing your way into it. Rather, housing built on a cash basis allows for affordability. This requires new building approaches, such as sand bag construction.  
Co-housing is apparent. Based around several organizing interests, these project sprang up in areas where existing housing was abandoned to foreclosure.  
Cul-de-sacs have transformed into co-housing patterned, shared use housing.  
The “mother-in-law” or ADU cottages have become popular in all of the neighborhoods without homeowners association and CC&Rs. Even a few such CC&R neighborhoods have chosen to change their rules and now allow ADUs.  
Sedona has developed private settlements, private schools and private exchanges to produce and procure food stores, raise barns, capture water.  
Sedona appears like a groping of “villages.” With co-ops, energy production and diverse housing (i.e., apartments, single family, big, small).  
Some people have chosen to live in the woods, free of the shackles of the mtg[?]. These folks have banded together (a la WPA) to construct sand bag houses and other affordable community infrastructure.  
The “villages” are defined by a “center” (that may be a community garden a park, a small market, etc.) that serves to facilitate informal conversation, sharing of information, etc. The center is walkable to the neighbors that call it home.

#### TABLE #3

What are the problems? Are there any?  
Look out twenty years. Transient community. Can we be different? Arizona has some unique examples. We are breeding ground of ideas.  
Affordability: Does it perpetuate a sense of community?  
Can families and elders be able to have home?  
Jobs: tourist economy? Cited Telluride [?] affordable housing problem. Buy land vs. renting. Police (Steamboat Springs) offered housing. Sedona is more diverse than Telluride.  
Maybe we don't have the stock. Sedona is a teenager, growing up. We do have diverse look.

Multi-family units may move.  
 Community is created by ability to provide for those who work here.  
 Housing: Do we/should we provide for homelessness? Many people who are losing their homes now. We are inclusive, not exclusive. How do we do this?  
 We should do more with less. How?  
 Older community is tough for younger.  
 Efficiency of design.  
 How Sedona developed [?] not connected is housing problem.  
 How do we make it happen? Use resources we have. Help people keep homes.  
 Dual units on 89A.  
 Most people don't like affordable housing, e.g., ADU program.  
 Can we change this? We can't do it because property prices are high and land is limited. What can we do? Land which is used and owned by who? Banks? Will not loan. Supply effect.  
 People want help to be living in Cottonwood. Do we want many more people? Diversity vs. affordability. Harmony great example.  
 Housing Commission. ADUs; big diversity back to workers. Development incentives: make developers offer affordable units.  
 Habitat for Humanity—can we get project here? Grab up properties, use fund (Land Acquisition Fund). Focus on teachers, police. Make new definition for affordable. Fix up neighborhoods? Put mix.  
 Private property ownership—how do we get away from that? Fighting zoning. Zoning can be changed with affordable housing.  
 Can we re-write total zoning plan?  
 Sustainability—alternative is too expensive. Offer initiatives. Build smaller houses? Resurgence of "smaller is better." 1300 houses foreclosed. "Co-housing."  
 Subdivisions have rules and regulations about [?] to 3500.

## WORKSHOP WITH HISPANIC COMMUNITY, 11/6/11

These notes are taken from comments recorded on a flip chart at the meeting. The headings are the questions posed to those in attendance and contained on a hand-out at each table.

### **Community:**

- **What is community: What divides and what unites as a community?**

We all work together in what we need.  
 Have something in common.  
 A group of people.  
 Problems and needs divide the community.  
 To aspire to be better will unite us.  
 When we don't work together, it tears us apart.  
 Language impedes discussion.

### **Housing:**

- **What should our neighborhoods be like in the future? What can be done to make a neighborhood better?**
- **Are you able to live close to where you work?**
- **Should the City encourage the building of many different types of houses for people with different needs and incomes?**

More jobs/work.

Drugs in our neighborhoods; people coming and going.

Sidewalks, better drainage, street lights are needed in neighborhoods and in the parks so that we feel safe with our children.

More construction jobs.

Make Sedona a financial center.

Bike lanes in neighborhoods and other routes.

### **Transportation:**

- **How do you get around most of the time (car, bike, walking, bus)?**
- **What would make it easier to get around in the future?**
- **What is the most important thing the community needs to do to handle traffic problems in the next 10-20 years?**

One-half of the participants use cars and the other half walk or share rides to get around; one used the Lynx.

Need a shuttle.

The shuttle route could be similar to the school routes and on 89A. But, we need to analyze this further.

The blinking light uptown negatively affects traffic flow.

An alternative route by SRRHS, Red Rock crossing and Verde Valley School Road is needed for safety and efficiency.

### **Parks and Recreation:**

- **What do you like most about Sedona's parks, trails and recreational activities? What is missing from our parks and recreation and what do we need more of?**
- **Do you spend more time enjoying the trails and the forest outside Sedona, or the parks, trails and recreational activities in the City?**
- **If we need more land for recreation, should the City use the land near the wastewater treatment plant outside the City to meet Sedona residents' needs?**

We have enough parks but we need lights for night-time use.

We need lights for basketball playing.

Sunset Park is not lit and Posse Grounds Park is not lit for Hispanic community activities.

The majority of us go to the parks, not the Forest Service trails.

We would like more areas for young children to play, bike and tennis lessons.

There is interest in chess lessons in the summer.

The soccer field is full of holes.

We need games for seniors such as Bingo and crocheting.  
We want a Recreation Center like the one in Cottonwood.  
We want a place to play volleyball; there are not enough courts (only 2).  
The hours at the pool are too limited and when we get off work, it's closed.  
Horse races.

**Additional Question: Vision for the Future—What would you like to see in 2020?**

A park where you can race bicycles, run, and walk.  
More space for traffic.  
Local services vs. driving to Walmart for local needs.  
Driver's licenses.  
Sedona as a financial center in 20 years.  
A cultural/education center where you learn how to play an instrument, sing and engage in art.  
ESL classes that are regularly offered.  
Affordable daycare that provides learning opportunities for our children.  
A university in Sedona.  
Sedona as a film center like Hollywood.

Yavapai College, Sedona campus should offer:

- Auto mechanics
- Construction-related classes
- Classes for English that accommodate work hours and are consistently taught and available
- Computer classes
- Trades (e.g., electrician classes)

## **WORKSHOP ON TRANSPORTATION, 11/17/11**

[Note: See also the official [Workshop Minutes](#) for this workshop.]

### **TABLE #1**

**Getting In:**

Schnebly Road, if paved, could reduce the backups in the canyon and on 179.  
Crosswalks in uptown need to be regulated to allow for vehicle flow on weekends.

Any of the alternate route connections from 179 to west Sedona could help "spread out" the congestion.

We shouldn't design costly road improvements to address holiday traffic issues.  
Perhaps we could get info about alternative destinations to visitors (e.g., alternate creek access places).

Park & Rides could intercept car traffic and transition people to shuttle before they get here.

The Cottonwood 260 interchange should have Sedona signage.

**Getting around:**

City could promote living close to services and make these neighborhoods pleasurable edestrian havens.

Prohibit private car access to school in the morning: must use buses.

Do a car-free day law (everyone gets a sticker on car to limit one day a week).

Business community can create incentives by giving discount if walk, ride, or transit to shop.

Get rid of school buses and institute community bus service for all (this may eliminate the stigma kids feel about bus). Is it fun, cool, and profitable? It must be to work.

Make walking, biking, and transiting the cool thing: pride in yourself.

**West Sedona corridor:**

155 curb cuts or more in west Sedona! We could work on reducing this friction.

The alternate bike route on existing streets can be implemented.

The "pearls" (nice, pedestrian-oriented nodes) on 89A can be nurtured.

Bite off smaller pieces (than Loop Road to the Y) and improve 89A a bit at a time.

**Connections:**

Yes to the racquet club from neighborhoods to the north.

West Sedona school to Zane Grey.

Kachina to Navoti.

Grasshopper at Top—connect all streets.

Pedestrian ways behind 89A strip businesses could allow them to turn around and create nice environments; example: Hot Yoga.

**Transit:**

West Sedona must be served and link to uptown.

Transit can mix our visitors into our daily resident lives to everyone's mutual benefit. It can show visitors another side of town.

Top of canyon—could allow visitors to park and transit into the canyon.

**TABLE #2**

Goals? Improve road conditions or find alternatives.

Alternatives: Would you choose an alternative to a [?]

Getting in: Reduce visitor transit. Shuttle buses. Canyon traffic caused by crosswalk.

Visitors cause problem: fewer people? (e.g., Aspen).

Shuttles up and down canyon a) recreation b) transit for work.

Getting around: What should city do: If you live in city, get pass; otherwise get shuttle. How does it work. Do comprehensive. San Antonio riverwalk, drive to riverwalk. Connection is destination.

West Sedona corridor: Changes? Own it. Node concept. Biddles? Parking behind (Reds?). Tie in with Lynx. Enable people to move around. Limit traffic?

Commercial ones surrounded by homes. Transit system for neighborhoods.  
Sedona is typical: land use pattern needs to be changed.  
Connections: Enable roundabout way to avoid 89A in west Sedona. Also  
pedestrian connections: bikes, bikepaths or buses. Bike rentals or electric  
bikes. Paid parking except gateways.  
Transit.  
Neighborhoods: Make codes flexible to allow businesses to serve neighborhoods.  
Could be low impact. Markets: live/work space.  
Parking: enough? Need to pay more? Make it more difficult.

#### TABLE #3

A park-and-ride at each end of SR89A between Sedona and the top of the  
canyon, paid for by converting it to a toll road. Make laws to restrict travel to  
residents of the canyon and Sedona residents who work in Flagstaff. Traffic  
congestion on weekends is a safety issue in case of fire or medical  
emergency. City government needs to alleviate this risk immediately.  
Public transportation throughout the city; Sedona is way behind in establishing  
one; public transportation relieves congestion and promotes the chance  
encounters that build community. This would require strategically placed  
parking; some of the congestion is caused by searching for parking. Public  
transportation designed to be more convenient, attractive, affordable, and  
fun than driving a car.  
Safety improvements on West Sedona SR89A: reflectors at crosswalks, restriction  
of left turns from the "suicide lane," and from parking lots.  
An alternate to West Sedona SR89A on the south side of the highway, like  
Thunder Mountain on the north side. An alternate loop such as the previously  
proposed Red Rock Crossing.  
Surface travel is congested, but the sky is wide open: airlift for emergencies,  
personal air vehicles for local travel.  
Transportation is a topic the City Council should approach as part of making  
Sedona the best place to live.

#### TABLE #4

##### **Getting In / Transit:**

Not out on the road enough to experience major backups in the canyon or SR  
179, but aware that both visitors and locals are angry. However, we live in a  
resort town and all resort towns have to deal with a lot of traffic. People just  
need to deal with it.  
On SR 179, there is a lot of northbound traffic coming into Village of Oak Creek.  
Don't have an answer for the causes, but many out-of-towners seem to panic  
in the roundabouts. May be better education or signs are needed. People  
just need to be patient.  
More signage for roundabouts probably won't work – there is too much to look  
at.  
Traffic is flowing. Backups are not continuous. SR 179 does seem to flow better  
since the roundabouts were constructed.

Seems to be more traffic on the south end of SR 179 near VOC. Maybe it flows better as people get used to driving the roundabouts.

More people may be passing through and not stopping, because of the congestion.

The canyon seems worse than it used to be.

One idea might be to construct a gondola from the rim into town so visitors from Flagstaff could avoid the canyon.

Shuttle service from Flagstaff and maybe other places could be an option for day trippers.

Canyon "through-traffic" may be an issue with less I-17 maintenance in winter.

More of the resorts need to provide employee transit in and out of work.

### **Getting Around / Transit / Parking:**

A park and ride system is the best way to have any real impact on traffic.

Multiple lots throughout Sedona area, served by shuttle, may be more realistic than lots on the periphery as they can catch a wider variety of potential users.

Zion and Springdale—a great example of a working shuttle system that combines an inter-city system with a shuttle serving an auto-free area (Zion Canyon).

Signage for the Uptown parking lot may not be effective enough (the visual environment is too distracting). Maybe a clearer message is needed that this lot is for visitors.

Is there a mixed message in promoting electric cars if this increases demand for power generation (i.e., coal)?

Transit within the City must be integrated with a regional system.

We need to find a way to really promote more local use of transit.

The USFS-proposed system may work over the long haul as a local system.

### **West Sedona Corridor:**

There was no planning on SR 89A before incorporation.

Biggest concern is lack of left turn restrictions onto the highway and too many access points (curb cuts) for businesses (It took me five minutes to make a left turn out onto the highway).

Need to control highway access better. Selective use of medians, consolidation of curb cuts, more left turn restrictions.

A lot has been done on SR 89A. There are not a lot of easy fixes left.

## **WORKSHOP WITH SUNSET VILLAGE SENIORS, 11/22/11**

What do you love about Sedona that you want to be sure is kept?

- Red Rocks
- Community feeling
- Has limited expansion possibilities because of the geography

- One main street/contains the activity so it's easy to get away from the crowds.
- The area around Sunset Village has much of what residents need within walking distance.
- Many traffic improvements to date are very positive. Uptown improvements are great.
- Good Emergency response to Sunset Village.
- Uptown shopping/like to mingle with the tourists
- Soul of Sedona
- Community Volunteerism – Sunset Village has a real sense of community
- It's intergenerational – young, school-aged, workforce, Hispanic, seniors
- It's international – people from all over the world visit Sedona; some settle here

#### What does Sedona need?

- Community gathering places
- Need to down-play the separation of west Sedona from the rest of the community – we are all one community.
- Need to plan and acknowledge needs based on different ages. Solutions must transcend language ,generational and ethnic barriers.
- More activities at the Sedona Community Center/more activities for seniors in general.
- No more asphalt/concrete trails – keep it rural/phase in walking paths over time.
- Shopping Centers with places to sit and relax and hang out with friends (ie. Bashas, Safeway).
- More public presence of the Sedona Police Dept/pedestrian presence.
- Need a light at the Medical Center
- More visits from agencies with resources for seniors (e.g. NACOG AAA used to send someone weekly to stop by Sunset Village to keep Seniors up to date on resources)
- Transportation – Sunset Village has a shopping van – but all of Sedona needs this
- Economy and jobs
- Pave Schnebly Hill Rd as another road into/out of Sedona
- Economy:
  - Tourism is important/expand on types of tourism – US and International
  - Ecotourism, Medical, metaphysical, Native American, Japan, Germany, LGBT
  - Need for economic development director
- West Sedona needs successful development
- Hi-Tech – should be wi-fi community
- Home based businesses
- Alternate Route to get to VOC
- Need signs in the roundabouts for who has right of way
- Roundabouts could be placed on SR 89A – they work well on SR 179, but need to recognize that some older residents won't drive them (need classes/training?).

- 89A should have medians and be landscaped
- No land trades
- Keep the Forest
- Underground the utilities
- Put trees along south side of 89A
- Put benches along the street
- More cultural activities for the community – Sunday afternoon concerts in the park
- Need transit connection to Flagstaff.
- Some areas on west Sedona corridor are major hubs and need to be emphasized/enhanced (bring back a theater in the vicinity of old Flicker Shack, area around the Martini Bar).
- Need genuine Native American/western experiences.
- West Sedona corridor needs to be a priority.

## **WORKSHOP WITH COMMUNITY CENTER SENIORS, 11/30/11**

### **What do you love about Sedona and want to keep?**

- Red Rocks
- Natural beauty
- The Community Center is a lifeline for lunch/camaraderie/information
- Socialization opportunities are good with the community center
- Mix of ages, backgrounds, classes (like a Cruise Ship- lots of activities, see the same people)
- Affordable housing
- Library is a jewel
- There are public and private places to sit and read (Tlaquepaque)
- Kudos and The Scene a lot of information about activities
- Sedona community spirit is good – being informed and volunteering can help you find community.
- OLLI is a Sedona jewel
- The acceptance and promotion of the arts is wonderful
- Relationships of people are good
- Food Bank and Community Center really care about people
- Accessibility is good
- The City and businesses pay attention to cleanliness and serve the public
- Recycling Center is a jewel
- Helpfulness of people at stores
- New Frontiers is a Sedona jewel
- Generosity of the community
- Welcoming environment/separateness is downplayed.

### **Vision/Issues**

- Need better signage for ER/Medical Center

- Need to draw more visitors to west Sedona.
- Windsong area needs improvement and a plan. Existing housing should be retained or people fairly compensated.
- Need more walkability in neighborhoods/active places
- Need transportation to Flagstaff, Prescott and other Verde Valley Cities
- Need good looking and well kept apartment complexes, but height is always an issue.
- Sedona has good housing mix/may not be as unaffordable as some think (ie. mother-in-law housing/ADU's may meet some needs).

## **WORKSHOP WITH FORMER MAYORS, COUNCILORS, AND P&Z COMMISSIONERS, 1/31/12**

- What is the growth data for Sedona? How much is built out? Should there also be a "growth option" as an alternative?
- Sedona will always be a popular destination
- Need to remember our western heritage. It used to be a high school student rite of passage to go out and camp and herd mustangs.
- There should be established open space or common space as a transition between the Verde Valley communities
- Look at what we do right (and we, as a city, do a lot right) and focus first on that.
- Focus first on plan alternatives 1 & 2 then look at the next three equally
- Circulation and parking are the highest priorities – get these resolved first
- Agrees that the city has done an excellent job.
- Current plan may have some problems but it works. Don't reinvent the wheel.
- No town looks better than our small town.
- Comments from the community don't look much different than in the past.
- Need to follow through with implementing what has already been recommended.
- Need to know what will happen to key properties when businesses go away. When the Biddle's property, for example, goes away the community will lose a full-scale nursery.
- Scale down the current Plan - needs to be more concise; however, most everything is already in the current Plan
- We have more "wants" than "needs" so we should be careful about what can be realistically accomplished. We have been unwilling to pay for "wants" (e.g. Recreation Center) and there's a lot that won't be accomplished without a property tax. So many of the "wants" are not affordable.
- Should not call the Environment plan alternative "Environment First"; all three alternatives (Environment, Tourism, Community) should be

considered.

- Sense of “community” is a recurring theme.
- There are differing points of view about creek access.
- One major idea: create a boardwalk out of the creek-walk idea to keep people out of the creek. Uptown needs something other than shopping.
- Not all of the alternatives are “absolutes”.
- Biggest issue is to make the Plan more accessible for everyone.
- There are conflicts between the current Plan and the Zoning map (e.g. setbacks, density). Need to proactively make these two consistent so that the next Plan is useable by the Planning and Zoning Commission.
- The latter three alternatives need to be looked at holistically.
- The five plan alternatives are important, but combining the good points from each may be better than treating them all equally.
- Unifying the community is more important than what we spend our budget on.
- Need to update the water resources Element in the Plan
- Should look at “basic services” alternative first to understand basic needs (e.g. storm-water drainage)
- Undergrounding overhead utility lines should be a high priority to enhance the natural beauty; work with utility companies
- Need to combine the Plan alternatives
- Creek needs to be experienced; perhaps there should be only one point of direct access to the creek and other access points would be for viewing only to minimize environmental impact to the creek
- Suggest a poll of businesses to determine what restrictions (e.g. signage) may be negatively impacting them and work to alleviate those to help encourage more visitor spending.
- Sedona (and tourism) is “out of the bag” on a global level. Need to address that.
- Traffic is a problem, and when the economy turns around it won't be any better. Need to take care of these problems.
- We need a “sense of harmony”.
- People should be hired from within the community like Flagstaff and Phoenix. We want people who are vested in the community.
- Should explore City assumption of the SFD. It could be a savings to taxpayers.
- We should work together for the common good and define the “good values” and not emphasize the negatives (i.e. “you can't do ...”)
- Favor the alternatives approach overall as we need a little of everything; helps us get out of “silo” thinking. Let's put blue dots on the “good ideas”.

## **WORKSHOP WITH NOT-FOR-PROFIT AND COMMUNITY-BASED ORGANIZATIONS, 2/9/12**

- There are too many goals in the current Plan. We need to articulate doable and prioritized goals (30-40 ideas)
- Sedona Performing Arts Center at SRRHS: How can we best share this facility and maximize its usage?
- Bring world-class cycling events to Sedona by making SR89A safer. Sales tax revenue will go up.
- Address the infrastructure needs to enable new and existing events to flourish (e.g., traffic, parking).
- These organizations have limited resources for promotion. There are restrictions on access to information. QR codes would be an effective tool.
- We have invisible populations in Sedona who have experienced domestic violence, hunger, and issues related to old age. Need to build awareness and address their needs. 1:2 in Arizona are working poor; 1:5 need food assistance.
- There has been a past attitude of "hiding" the needs of these groups and perhaps others simply don't want to know.
- Our former Plan visions did not provide for affordable housing, infrastructure, and keeping youth in Sedona.
- The current Plan is not connected through the elements so the elements and chapters should be linked going forward.
- The "Growing Smarter" legislation encouraged regionalism; this is reflected in the current Plan.
- Council needs to be guided on the inter-dependencies of our regional economy.
- Sedona can be a place where we "age in place" and thus do not have to move elsewhere.
- Nearby Rimrock has established a strong model of sharing facilities and eliminating redundancy (e.g., library, food bank freezers are in the school).
- Partnerships are essential to meet our human needs; the City can't do it all.
- Figure out what the city can do (infrastructure) and the NPO's and the citizens will do the rest (for example, a festival site at the wastewater treatment site).
- Do we need experts for this update? Concerns that we "reality check" the details with staff and other experts.
- Should we continue to place all of our focus on tourism? If yes, Council needs to provide more funding.
- Alternatively, need to focus more on environment.
- How do we get to implementation? By establishing a "creative process" using stakeholders.
- Today, "food" is the theme for community connection. City needs to support local food production. In turn, the restaurants will use local foods.
- We want small community gardens, recycling, and to galvanize around SR89A to get improvements in place.
- Ask the Council to do only what "we" can't. Non-profits exist to offset what City can't do.

- City needs to help make the Sedona Performing Arts Center work for all performing organizations.
- Consider how much need has been expressed vs. ideas.
- The Farmers Market concept promotes the national “local food movement”; it is a self-generating organism, and we need to work together to support it.
- More funding should go to the Chamber for greater promotion (60% hotel occupancy rate).
- Does this council want to look at existing regulations to see if they really serve the community?

## **WORKSHOP WITH TLAQUEPAQUE MERCHANTS, 2/10/12**

- Maintain and strengthen the arts community.
- Need to properly advertise (promote better) as art destination.
- Seems to be confusion about what fuels our economy—arts and retail.
- Visitor profile has changed—spending less per purchase and less quality.
- There is a more regionally-based employee pool.
- Concern about under-funding promotion of quality visitor.
- There are negative experiences uptown with timeshare “onslaught” and it gets reported and keeps people away.
- The global economy affects who is traveling.
- Timeshare folks come to Tlaquepaque to sight-see, not necessarily to buy.
- We need to focus on higher quality/exclusivity.
- How does a diverse economy or a green market affect visitor spending?
- If we aim for the “top 10%” visitor (quality vs. quantity), Sedona will keep its small town feel.
- Storm-water improvements should be the highest priority.
- Need signage in uptown to get visitors to municipal lot for parking; public transportation from the lot to uptown recommended and from West Sedona.
- Why hasn't metered parking been implemented?
- Some city revenue should go directly into arts community promotion; local artists are the jewels; arts community should be seen as a resource.
- The next Plan should promote quality arts in Sedona and Sedona as a quality destination. We are unique; our artists are local; and you can talk to the artists as part of the visitor experience.
- The grant to the Chamber is not nearly enough to promote arts in Sedona.
- Concern about the sales tax.

- Art is for everyone—should not be all high-end. Visitors do go to west Sedona, not Tlaquepaque due to their perception of it being too expensive.
- We no longer see limos bringing visitors/shoppers to Tlaquepaque.
- Make the police traffic control uptown effective to help alleviate traffic back-ups in Oak Creek Canyon.
- Need a 4-star resort in the city and “night life”.
- The caliber of the guest visitor has changed; SR179 construction had an effect; however, just look at the \$\$ that came to Phoenix for the Barrett-Jackson car show/sale.
- Lodging lowered its room rates to increase occupancy.
- We believe that we are perceived as a very friendly community and that brings guests back (who may also become residents).
- There is a sense of no follow-through on the timeshare “hawking”; where is the draft ordinance that strengthened the timeshare/OPC regulations?
- The signage on timeshare operations as “Visitor Center” is misleading.
- Promote the “jewels”: dark skies; art community; and our ranking as 6<sup>th</sup> in the nation.
- Identify what’s extraordinary about us and then promote it.

## **WORKSHOP WITH COMMUNITY FAITH LEADERS, 3/14/12**

- What is missing is community-building. This comes with devotion to family and a sense of well-being.
- Sedona is not a small town, it is disconnected.
- There may be a greater transient population now.
- There is more movement in and out than in big cities here; it is the younger community that is moving.
- There is disillusionment among the young about employment and housing affordability.
- Politics and power may play a role in not promoting connectedness. Sedona does not have diversity on council and commissions.
- Sedona is not very family-oriented.
- Some small towns have “community days”, an event that spans a weekend and provides activities, free kids’ events, and everybody shows up.
- The former Teen Center is now home to the Boys & Girls Club so there is no youth hang-out place now.
- Not enough family-friendly options in Sedona.
- Concern about traffic in Oak Creek Canyon into uptown.

- Solutions: Use Wilson Canyon as a No. – So. bypass to Forest Rd; put in a pedestrian underpass; focus on doable issues.
- There are no affordable housing choices for families and the low-income.
- It's possible to have a community garden and diverse housing at Windsong.
- In the 1980's and before incorporation, there were a lot of families here. Majority of seniors as second/third home owners may have not been as involved; construction activity was high; Sunset Mobile Home Park was over 55 on the north side and families on the south of the park.
- Kids who attend church pre-school and whose parents work in Sedona, live in Cottonwood. You can't build a sense of community that way.
- Kids say "there is nothing to do here" and they go outside of town for fun. Should the Boys and Girls Club change?
- There are a lot of community opportunities, but it takes a lot of effort to infiltrate.
- Communication on making others feel welcome is needed.
- An affordable recreation center for all ages is needed.
- Private grants may be a source of funding for public needs.
- As Sedona's residents age, there will be more needs.
- Sedona needs to develop a better balance of tourist and neighborhood focus. We can blend Sedona as a "family and tourist town" if we have a different kind of visitor who is looking for a vibrant community, hiking opportunities, etc.
- We can embrace tourism and focus on family and a strong sense of community.
- There is a perception that west Sedona transformed from local to visitor-based too much.
- The community can act as "hosts" (residents) to our "guests" (visitors) and make the visitor more a part of the community fabric.
- Sedona is going to be the next "mountain bike destination" like Moab. What role does the USFS have regarding this growing interest?
- There are many non-unified sub-sets of community in existence (like tribes) such as those affiliated with soccer, football, church, etc., but no sense of universal community.

## **RECORDER NOTES FROM WORKSHOP ON ARTS & CULTURE, 3/28/12**

### TABLE #1

As participants addressed the specifics of the five questions, three visionary themes emerged:

- A. There is a lot of art and cultural expression going on in Sedona, but it is mostly invisible, below the surface as in an iceberg. The vision is that art and culture

will be “in your face”: deliberately incorporated into the city's physical infrastructure, designed into its built environment, reflected in celebrations and multi-day festivals, and aggregated into comprehensive museums.

- B. Today, artistic and cultural activity is fractured, piecemeal, and disorganized. The vision is one of collaboration, synergy, and cross-pollination, brought about through formalized and stable alliances, deliberate coordination and communication, dedicated leadership roles, shared community facilities, cooperatives to support artists with limited financial means, and multi-use zoning allowing artists to operate in their homes.
- C. The vision is that Sedona will not only be known as a place to observe and experience art and cultural heritage, but also a place to learn how to deeply appreciate art and cultural expression, and a city that not only creates art, but also creates artists.

Specific details within the five specific questions:

1. Meeting and exhibition space, community participation in not just observation of the arts, master teaching of what a career in art would look like, booklet describing local artists and their work, an art lottery for funding, full time city position for arts and culture, arts council/city partnership, incorporate VOC artists.
2. Stimulate local cultural/ethnic groups to create three day festivals celebrating cultural heritages, include the culinary arts in the celebrations.
3. VOC, cultural park, Yavapai College, Barbara's Park, Performing Arts Center, Mary Fisher Theater, the airport mesa, Jordan Road, open parcels behind the Art Barn, an arts village with shared facilities.
4. Already being done; establish a way to quantify the economic impact of the arts.
5. Opera in Santa Fe, use Verde Valley School for major teaching and festivals, a major arts/culture exhibition in Sedona, enhanced use of the Performing Arts Center as a community-wide resource, arts garage sales, capture major performers passing through Arizona, increase use the Chamber, establish floating art districts, relax ordinances for displaying art.

TABLE #2

**1. What do you envision as the components of arts and culture in 20 years?**

- Museum community, a network of museums.
- An art museum for theatre, art history, music, displays, large enough to incorporate different arts.
- More cultural philanthropy.
- The design of a museum now would be very different in 20 years.
- An online museum community.
- We should use the buildings we already have and repurpose them.

- More event processes like 1<sup>st</sup> Fridays with more diversity, such as chefs and wineries pairing up with galleries.
- Sedona could be the respite from the future, an environment for artists to all work together in a workshop community.
- It would be an authentic experience rather than a virtual experience.
- A public transportation such as a moving sidewalk to bring people together.
- Currently we are not breeding a culture of art by not educating the children in fine arts, physical arts, theatre, music, and literary.

**2. Sedona attracts a diverse population from different geographic regions, ethnic backgrounds, and spiritual traditions. What opportunities exist for the city to express and celebrate the multi-cultural roots of its inhabitants?**

- Need to work toward a cultural identity such as Santa Fe.
- Bring back the cowboy identity into our culture.
- Historical cultural aspects such as a blend of western, native American and Hispanic.
- Give an opportunity to identify and create with cultural groups what is important to them.
- If there are opportunities to celebrate the culture of Sedona it would be to build an identity.
- Relationship to the street, other variables, is more about what we visually see when we walk or drive.

**3. Currently, Sedona's primary arts and cultural activities are often associated with Uptown, Tlaquepaque, and the Hillside corridor. In what other locations, including west Sedona, do you see arts and culture activities taking place?**

- Sedona Arts Center has a big Earth Day Celebration.
- There are a lot of things happening in West Sedona, it just isn't always readily out there.
- There really isn't a center of town, although the City Council speaks a lot about Posse Grounds as the center.
- Not hung up on the location, but wherever a venue can be envisioned and what it would take to create it.
- What are the components that would make a good venue in West Sedona?
- We need to illustrate and make public where art events are taking place.
- Perhaps we could use a piece of public land in town that could be converted for use, maybe at the Waste Water Plant?

- No central place, no main street, which is why we need public transportation.
- On Contractor's Row, perhaps that could become a row of art galleries.
- We need a place for people to work, if we had facilities in an area that wouldn't mind noise.
- We need to repurpose public land and use empty buildings to embrace kids for art lessons.
- With a venue, you have to keep having attractions.
- We need more parking, to repurpose out buildings to use as multi-functional.

**4. In what ways do you see arts and culture contributing to the economic growth and sustainability of Sedona?**

- Education, maybe partnering with Yavapai College, teaching kids orchestral music, etc.
- For an authentic experience, you only want one or two people in class.
- Not enough room, we need larger areas.
- We need a building with a multi-purpose room for hands-on science, musical practice, etc.
- We need to attract more people since arts and culture can be an economic engine.
- A & C could have street performers that have permits and allow people to know what is going on at the Chamber.
- Take events outdoors so that people can come back to enjoy the events thus spending their money and boosting the economy.
- We have to have the City on board so that some of the outdoor performance rules can be changed.
- More street art performances.
- Since the City owns Jordan Road, shut it down for street wide events.
- Engage the city/councilors to see what we need to offer for more visitors.
- A & C to report on what dollar amounts have already brought in.

**5. What's missing from our arts and culture offerings? Consider your-focused activities and those that you participate in outside of Sedona in your response.**

- The City has an opportunity to put together a youth art center unless we educate kids in a well-rounded fashion.
- Education has to start in the schools and in the homes.

- Engage young people on celebrating their own culture, because art is a celebration of their culture.
- Either there isn't a place for art activities or we haven't dedicated a place.
- Signage on 89A would be a good platform.
- Look outside normal traditions to offer opportunities.
- Years ago there was a higher tolerance for eccentric people in Sedona, which created a variety of art.
- Post more on the Sedona Wish List, for example the Historical Society would like people to use their venue.
- Educate the public about these venues.
- We are missing opportunities and a vehicle for people to learn about Sedona promotions.
- A lot of tourists, we need brochures and flyers for the hotel concierge.
- Sedona needs an electronic component, website which would list all the art activities.

### TABLE #3

#### Question #1: Components of A&C

- Music, visual arts, festivals, poetry gatherings, dance, drama, film, street theater, recitations.
- Cultural heritage includes cowboys, Native Americans, apple growing.
- We don't include enough Native-American arts and crafts.
- Flagstaff has weekend celebrations of Native-American culture.
- Architecture is part of culture and our cultural heritage, which needs to be preserved.
- Native-American storytelling could be an event that would support living history.
- Many films and commercials were made here, which is part of our culture.

#### Question #2: Celebrating multiculturalism

- We have a large New Age population. Consider an event possibility from that perspective. Sedona Events Alliance might be working on that.
- Emphasize that the quality should be high; don't do a lot of mediocre events.
- Day of the Dead festival should be explored. Apparently there is no 3-day event like this in Arizona.
- Mexican-American culture is strong here.
- First settler here was from Ireland.

- Need people who are passionate about their cultures to organize such events. Then it needs the support of the whole community and backing by the Chamber, etc.
- Chamber Music Sedona and Jazz on the Rocks got started as a way to get people interested in staying longer.
- Need more things for youth to participate in. Difficult for us older people to get passionate about those kinds of ideas.
- To make events work, we need to be more flexible on our rules for noise, alcohol, etc. We need to loosen up and accommodate the realities of A&C.
- A culinary festival would be a good way to celebrate multiculturalism.

### Question #3: Venues

- Revive the cultural park? Some say yes, some say no.
  - In order to afford the acts that would play here, we have to get performers who are also performing in Phoenix, so Phoenix residents don't have to come up here.
  - Original owners didn't have a feasibility plan or business plan.
  - However, there might be other variations on the original plan that might work here. So we should look again at this for an event, festival, or happening venue.
  - We should consider using it more for events in the afternoon, not just evenings.
- String of pearls idea for smaller venues might be used for more intimate performances.
- Sports park at the wastewater plant should be considered.
- Another possible site for events could be the City Hall plaza.
- People who come here for the peace and quiet also need to be considered.
- Telluride is an example of a place where something is happening every weekend, and the events are supported by residents as well as tourists. They seek out the events there, rather than fighting to keep them out.
- Parking is an issue to consider for large festivals.
- "Pop up" events like art shows could be considered for places that are not being used.

### Question #4: Economic Growth

- The best opportunity for growing the economy with the arts and culture is not with commercial visual arts, which we've pretty well maxed out, but with more true fine arts as well as festivals and events.
- Take some of our unused historical buildings and turn them into artist studios and living quarters.
- Need an art academy.
- Need a curated art museum, not one that just caters to local artists.

### Question #5: What's missing?

- Need activities for youth that fit the current trends, so the kids will come.
- Need music program in the schools, which starts at the lower grades.
- A recent poetry recital at the high school was very moving and well done; it should have been a community event.
- A&C Commission should reach out to the schools to get them to publicize their performances.
- Where do we go outside Sedona for A&C?
  - Hopi and Zuni festival in Flagstaff.
  - Art museum in Phoenix.
  - Musical Instrument Museum in Scottsdale.
  - Jazz parties all over the country.
  - Art museums all over the country.
  - Opera, concerts, and plays in Phoenix.
  - Street performances in cities, like Prague.
  - Las Vegas (Cirque de Soleil).

#### Additional Comments:

- Should the City Council be persuaded to spend money on the arts?
  - Go to council meetings and write letters. More effective than petitions.
  - City should dedicate an amount every year to A&C, not deal with every idea on a case by case basis.

#### TABLE #4

##### Question #1: Components

- Cultural center/museum (buildings) for Sedona to house all cultural aspects that have influenced who we are.
- Make use of historical buildings/properties.
- Significant cultural celebrations of all ethnic groups represented. I.e., Hispanic Dia de los Muertos.
- Barbara's Park in use as planned for performances et al.
- Representative of all types of arts.

##### Question #2: Multicultural activities:

- Include all, Hispanic, Korean, Yavapai. More cultural celebrations around (Cinco de Mayo) all groups.
- City Ethnic Month - Build activities around (do arts and crafts), especially for kids; engage schools.
- Use street art – celebration events. Participation factor. Teach ethnic dance.
- Street performers.
- Inter-generational – older/youth (focus on) do art together.

- Culinary arts for families.
- Be sure to broadcast info – kiosks in parking lots of grocery stores, etc.

#### Question #3

- Closed schools in summer
- Barbara's Park
- Yavapai College
- Performing Arts Center
- Sedona Arts Center – parking a problem. Multi-use space.
- Empty retail space. Pop-up. Studio space.
- Arts festival space by high school
- Wastewater area – more space behind it
- Verde Valley School
- Creek (park) behind SAC

#### Question #4

- Gallery district currently supplies 50% of taxes collected.
- Should be arts education area; expanding it will bring more people.
- Festivals will generate income.
- Build/enhance current activities we have also 80 successful.
- Greenhouse at Biddle's

#### Question #5

- Frisbee golf course
- Equestrian center
- Dance festival – ethnic, locals
- Bring events
- Music and dance festival – rhythm troop (kids would respond)
- Writers
- Have “plazas” of different arts

## WORKSHOP WITH WEST SEDONA SCHOOL STUDENT COUNCIL, 4/12

**Students:** Jake Siet, Lezah Richardson, Adin Tannin, Anne Young, Samarah Elmer, Mary Brown, Annie Koepke, Lauren Remy and Shayla Puryear

**Math Teacher/Student Council:** Nicole Navarro

**Recreation:**

- Free places for teens to hang out with games, pool, mini-golf, botanical garden, park.
- This is distinguishable from the existing "teen center," which does not cater to teens.
- The "new Teen Center" has more hours of operation and maintains an alternate schedule for younger age groups with supervision.
- Public Recreation Center with sectioned off areas for all age groups.
- It offers vending machines, computers with wi-fi, a lounge, and TVs.
- Affordable summer camp.
- Free summer school with art, music, drama, math, technology, cooking.

#### **Transportation:**

- More scenic pull-outs or highway patrol to move tourists along.
- Advertisements for a public bike-rental place.
- Fuel-efficient transportation.
- Inter-city shuttle system with a public parking garage.
- Safe bike routes especially along 89A to school.
- Add stop and yield signs for bike safety in neighborhoods.

#### **Environment:**

- Add solar panels to houses:
  - Voluntary option.
  - Saves money for the homeowner.
  - Attracts tourists.
  - However, panels may be costly and have high maintenance costs.
- Conserve water: Low flow sinks and showers; automatic timers; use of fake grass.
  - Split opinion on "fake grass" –some say it's hot and athlete injury rates go up.
- New ways for transportation: Electric cars; smart cars; segways, scooters, bicycles, hybrid cars.
- Other: No Styrofoam use

#### **Economy:**

- Keeping people (tourists) in Sedona:
  - Provide winter activities.
  - Create a red rock water feature and slide.
  - Conserve water, reuse water.
  - Provide horse-back riding.

## **COMMUNITY EVENT, 5/14/12**

- Focus on education in our future.
- More overlap to the 3 areas or themes.
- Natural beauty and environment should read larger on the word cloud.

- Question ADOT jurisdiction along SR89A. Need to work together with ADOT.
- Oak Creek Walk – Will it happen?
- Neighborhood preservation- Have we had comments on this?
- Regional vision – Include outlying communities?
- Will Sedona tackle a re-zoning process to align with the vision?